

JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIV.

NEW YORK, JULY 27, 1898.

No. 4.



iladelphia Record

With other newspapers of the City, but the following from "The Commercial Union" is more specific.

June, '98,	The following statement from the official records of the department at Washington, shows the amount of money paid by each daily newspaper in the cities named as postage on mail circulation during the	June, '98,
208,634	year 1897 : Philadelphia Record \$13,723.78 Boston Globe \$11,609,62 New York Press 10,370,50	157,729
Copies	New York Sun 9,142,93 Boston Herald 8,377,02	Copies
Every	Philadelphia Inquirer 7,294.51 Boston Journal 5,807.39	Every
Day.	New York Times 5,006,50 Philadelphia Press 4,833,24	Sunday.
-	Philadelphia Ledger	_
Rate:	New York Mail and Express 2,795,30 Chicago Staats Zeitung 2,239,04 New York Post 2,153,88	Rate:
25c. per line.	Boston Transcript 2,074.80 Boston Post 1,294.85 Boston Advertiser 1,155.56 Boston Traveler 1,095.44 Boston Record 871.81	20c. per line.

The Record Publishing Company, Philadelphia.

Mention PRINTERS' INK and receive in return Anniversary Edition as the Ploneer One-



AYE!

AYE!

THEN YOU PROBABLY KNOW A GOOD THING WHEN YOU SEE IT?

COMFO

IS A GOOD THING!

HERE ARE SIX WHYS:

- 1st. COMFORT has the largest circulation of any periodical ever published in the world.
- 2d. It enters into One Million and a Quarter Homes every month.
- 3d. Six million pairs of eyes study its advertising columns at every issue.
- 4th. Its readers are not the extremely rich nor the poor; but the plain people, the producers and the consumers.
- 5th. Thousands of advertisers have found it to pay when other mediums failed. It covers the ground. 6th. "If you put it in COMFORT, it pays."

COMFORT is represented by every responsible general Advertising Agent. Look up COMFORT, it will pay you.

> W. H. GANNETT, Publisher, Augusta, Maine.

Boston Office. John Hancock Building. New York Office, Tribune Building.

Chicago Office, Marquette Building.

PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

NEW YORK, JULY 27, 1898. VOL. XXIV.

No. 4.

JERSEY CITY, N. J.

FACTS ABOUT THE CITY-THE "JOURNAL"-HOW ADVERTISERS VIEW THE SITUATION-RACY CIRCULATION COMMENTS.

ABOUT THE CITY.

NOT A PART OF NEW YORK-TO COVER IT THE JERSEY C:TY " JOUR-NAL" MUST BE USED—AN ANALYSIS OF ITS POPULATION-THE "JOUR-NAL'S" UNIMPEACHABLE MONOP-OLY-AN IMPREGNABLE POSITION.

of Greater New York.

New York on the map. Its commercial interests are identical, and many want to read a Jersey City newspaper. of the people that live in Jersey City do business in New York.

large circulation in Jersey City. it is necessary to use the Jersey City newspapers. This is because the Jernews they contain.

superficial aspect of the case. fact, a large portion of Jersey City's tising medium. population is either foreign, or illiter-Jersey City's principal newspaper.

advertisers of Jersey City that the local and New York.

Journal would have a much larger circulation if it reduced its price to a cent, but I do not find sufficient reasons for holding this view. In the first place, Jersey City's one one-cent newspaper, the News, is not credited with a circulation that anywhere near approximates that of the Journal. It Geographically Jersey City is a part is credited with a circulation of 2,000 to 2,500, which would seem to argue It looks like a part of the Greater that the price is not a primary consideration with Jersey City people who

NOT COMPETING WITH N. Y. Additionally, the New York daily The New York papers have a very newspapers tidal-wave Jersey City morning, noon and night, and the Nevertheless, to reach Jersey City large majority of them are one-cent papers-the copious, expensive, complete kind that can be produced at sey City papers have a home circula- that price where circulation possibilition that the New York papers have ties are 1,000,000 readers. Mr. Dear, never been able to disturb. They are the publisher of the Jersey City Jouressentially local newspapers, and nal, figures that he can not produce a though they present the general news New York World, or a New York fully they are specially valuable to Journal, in Jersey City, and therefore Jersey City people for the Jersey City he would be unable to compete with these one-cent competitors, and that In proportion to the population of even if he could compete with them, Jersey City the circulation of its prin- the game would not be worth the cancipal newspaper, the Journal, would dle. His view of the case is sustained not at first glance appear large; 15,000 by the fact that his paper on its presdoes not look phenomenal for a popu- ent basis is a very prosperous proplation of 200,000; but this is only the erty, has a strong hold upon its read-In ers, and a distinct value as an adver-

For over thirty years it has reached ate, or very poor, or all three com- the purchasing public in Jersey City bined, and thus are not particularly in such a way as to bring splendid realluring as a newspaper constituency. turns to such of the Jersey City mer-There are, however, about 100,000 chants as have shown enterprise substantial, well-to-do, intelligent peo- enough to use its columns continuple, forming about 25,000 families, ously and expertly. These stores, and these are the people who have such as Furst Bros., Mullins & Sons homes of their own and who read and Brown & Van Anglen's, have built up a very large trade which they It is generally believed among the hold against all competition, both

ately located places that in addition to its own natural advantages shares in the growth and ever continuously expanding business and wealth of a still more favored neighbor. So long as house rent in Jersey City is less than one-half the prevailing rates in New York, so long as the inhabitants of the latter place have the choice only of mansions for millionaires, crowded tenements or comfortless foremost about the Jersey City Jourboarding-houses, there will be thousands of good citizens who, while neither millionaires nor paupers, will take advantage of the cheaper rents, tasteful villas and closer proximity to New York's centers than Harlem or the annexed district, and choose Jersey City as their residence. These people, refined, intelligent and wellto-do, are flocking to Jersey City by thousands, and their handsome villa residences, with well-kept grounds, are making Jersey City Heights one of the most desirable and pretty cities on the continent. In 1860 Jersey City had a population of 32,000; in 1875, 109,227; in 1885 it had leaped to 153,508, and in 1895 the State census counted 184,173 souls within its limits. In public improvements, street nal has held its circulation and its paving, boulevards, parks, schools, electric lights, trolley service, it has made marvelous progress in the last ten years, and is now well up toward the head of the procession. Its unrivaled railroad facilities are also doing much for the encouragement and promotion of its manufactures. Since the improvement in its water supply, it has become one of the healthiest cities in the country. All this progress is rejoiced in and has been aided by the Jersey City Evening Journal, which is working hard to secure the taking of a still greater step in advance, the consolidation of the eleven other municipalities that make up the County of Hudson, into a Greater a population of 375,000, composed of New York merchants and thousands of business men whose employment worth an advertiser's attention needs plied. no further demonstration.

Jersey City is one of those fortun- THE JERSEY CITY "JOURNAL."

A TWO-CENT PAPER THAT PROVES 15,800 CIRCULATION-ONE OF THE BEST PROPERTIES IN AMERICA-ABSOLUTE PROOF OF EVERYTHING SUBMITTED-THIRTY YEARS OF SUCCESS-A FEARLESS POLITICAL POLICY-CLEAN COLUMNS-REACH-ES A PURCHASING CONSTITUENCY.

The thing that strikes me first and nal is the substantiality of its success.

It has 15,800 circulation among the best purchasing public in Jersey City, and it has had this circulation steadily for years. Of course there has been some growth, but there has been no decrease, which is more important. The New York newspapers have been unable to make any inroads upon the position held by the Journal as a newspaper and an advertising medium. Local competitors have never been able to make any impression upon the impregnability of the Journal. Politics have never affected its strength, though it is a straight Republican paper published in a community that has been Democratic for years.

The steadiness with which the Jourstanding is only one proof of many as to the substantiality of its success.

Its earnings, as shown in its annual statements year by year, are better evidence.

INCREASING APPRECIATION. These statements show that each year the advertisers of Jersey City spend more money in the Journal. They also show the wisdom of the Journal continuing as a two-cent paper. The wisdom of this course is more clearly set forth by Mr. Joseph A. Dear, the manager of the Journal, who answered this among many other questions, when I called upon him. MR. DEAR'S REPUTATION.

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The recognition of his character and Jersey City, which will then embrace standing by the leading merchants of Jersey City, and their approval of his conduct of the Journal, sufficiently demonstrates the possession of the is in the great metropolis, and a large fundamental qualities of mind and business and manufacturing popula- character which, infused into the pertion of its own. Jersey City will sonality of a newspaper, gives it the then be the largest city in New Jer- unqualified confidence of its constitusey, and about the fifth or sixth in ency. In fact, Mr. Dear's identity with rank among the cities of the United those who believe in the best journal-States. That Jersey City is well ism is proven by whatever test is ap-

For instance, when I asked him to

verify his circulation by showing me ple who favor Jersey City with their the books of the *Journal*, he did not residentiality). hesitate long enough to have me explain why that was advisable, before

acceding to my desire.

It was by seeing the figures of the Journal's earnings year by year that I completely verified the absolute acwith the Journal the word circulation means the number of copies actually be used for increasing circulation. sold, day by day and month by month. A CANVASS OF JERSEY CITY.

other places in the territory where the Journal circulates, designed to show just how many copies of the paper were regularly taken in different streets in proportion to the number of occu-pied houses. This canvass was made by skilled and experienced men.

They kept a complete record of their It shows what papers are taken in each house in each street throughout the whole Jersey City territory.

The number of houses averages from page to page I found that the Journal reaches fully one-half the occupied houses within the radius of its legitimate circulation. For instance, in the better localities the average would run twenty, twenty-one, twentythree Journals to thirty-five or thirtysix houses, and frequently the average would be much higher than that, as, for instance, in Jackson avenue, thirtyone out of thirty-seven, twenty-seven and Randolph avenues twenty-six out of thirty-seven and twenty-seven out of thirty-seven, or seventy per cent of the occupied houses in better parts of the city take the Journal.

In the poorer districts the average ran below one-half, and yet not very much under one-half. I do not believe the Washington Star is more cent New York newspapers. is in this house-to-house statementizninety-five or ninety-six per cent of the total number of occupied dwellings to show up fifty per cent (owing to the close proximity of Jersey City to New York, with the consequent competition of New York papers, and also owing to the large number of poor people,

CIRCULATION WHOLLY PAID.

The Journal gets a penny and a quarter for each paper it circulates, with the exception of possibly three or four hundred that are on the exchange list or are returned by carriers who curacy of its circulation claims, for enjoy the privilege of three per cent of the number of papers they buy to

They are really allowed the return privilege to the extent of five per cent, And then from this he turned to but they average less than three per books that record the result of a can-cent. This return privilege is limited vass of Jersey City, Bayonne and the to carriers and dealers and does not apply to newsboys, who rage in outer darkness as far as any concessions from the Journal are concerned. This may not tend to increase enthusiasm among newsboys. The Journal is not trying to attain an illusive street sale, nor does it station howling hoodlums on conspicuous corners and in front of big advertisers' stores for the sake of creating the impression of "enterprise and up-to-date methods."

In fact, the street sales of the Jourthirty-seven to a page, and turning nal are but a part, and not the most important part, of its circulation, and if Mr. Dear could run them up to 20,000 a day only by reducing his price, I do not think he would care to do it. He analyzes this pretty clearly in reply to my question as to why he does not

print a one-cent edition.

ONE CENT-NO, SIR!

"We now have a circulation of 15,800. Our actual nct circulation is 15,300. This is after deducting all out of thirty-seven, and in Arlington the papers that are not actually sold day by day. It is only the papers for which we receive the money. If we were to reduce the price to one cent, we will say that it would increase our circulation to 25,000 or 30,000. Personally, I do not think it would. People who want a one-cent newspaper will naturally take one of the onecomplete than the Jersey City Journal not pretend to be able to print in Jersey City a one-cent newspaper that ing, and yet the Star has a field where would equal the one-cent newspapers it is much easier for it to show up they are able to produce in a city the size of New York.

"Even if we could compete as a than it is for the Jersey City Journal one-cent paper, the circulation that we would gain would be of little or no value to our advertisers, and of positively no value to us. We would be obliged to far more than double our circulation to receive the same amount illiterate people and foreign-born peo- that we now receive from our circulation. I presume it might be possible strong in the Back Bay of Boston, the to persuade our advertisers to pay a Philadelphia Ledger the unimpeachhigher rate if our circulation were able with the people of the Quaker 25,000 or 30,000, but I do not believe City, and has made the Chicago Tribthere would be an increase in our une America's greatest newspaper. value to them that would warrant a TAKEN CONTINUOUSLY MANY YEARS. corresponding increase in our rates.

take a one-cent paper, who are not now willing to pay two cents for the Journal, would consist of a different class of people than those who regularly read the Journal at its present price. A good many of them would be those who work in New York and go back and forth on the ferries, and who might be induced to buy a Jersey City paper at one cent in addition to or in preference to a one-cent New York paper; but these are the people who buy goods in New York City, and whom our merchants find it next to impossible to influence with their advertising, and most of whom have comparatively little money to spend in response to advertising. As it is, the Jersey City Journal reaches, and has reached for years, the great majority of the people of intelligence and means who live in Jersey City, are interested in Jersey City news and buy goods at Jersey City stores in response to advertising in the Jersey City Journal.

"The Journal has been able to hold its position and increase its value to advertisers for these many years without even considering the possibility of a reduction in price. In order to retain its circulation the Journal has never resorted to forcing methods.

"The people who have been taking it ten, fifteen or twenty-five years take it because it suits them, and they wouldn't like it as well if it were a onecent newspaper or a sensational newspaper or any other kind of a paper than it is now and always has been.' THE "JOURNAL'S" CHARACTER.

This kind of a newspaper is the kind of a paper that records quarter centuries, half centuries and whole centuries of continuous success, founded upon the confidence and respect of the community in which it is published.

The Jersey City Journal places great stress upon the accuracy of the matter it prints. It conducts its editorial and news department with a sense of journalistic responsibility. It considers the character of its readers in determining

The Jersey City Journal has been "You see, the people that would taken continuously by the same people, or by people of the same kind, for a prolonged period, and these people have shown no desire to have its price reduced to a penny, nor have they ever shown any disposition to substitute for it a New York paper. They may, and most of them do, read New York papers, but they want a Jersey City paper that presents Jersey City news reliably and completely, with dignity and conscientiously.

This the Jersey City Journal does. The Journal has a splendid establishment, modernly equipped. It has substantiality co-ordinate with perma-It is very firmly established.

It gives the fullest opportunity for any one to verify figures of its circulation. It prints an actual daily average in the American Newspaper Directory.

Every advertiser in Jersey City credits the Journal with great value as an advertising medium, with a circulation just as large as its statements, with character, reliability and integrity.

The Jersey City Journal has always enjoyed harmony between its editorial and business departments. Pangborn, who for thirty years was its editor, and whose name is of national reputation, was jointly concerned with Mr. Dear in its ownership, and now that Mr. Sheffield Phelps has purchased Major Pangborn's half interest (paying \$150,000 for it) and assumed the editorial management, the old time close sympathy of both departments continues undiminished. Mr. Phelps came to the Journal from the New York Mail and Express with the ambition to increase if possible the strength and popularity of the Jersey City Journal. He brought with him Mr. Elbert Rappelye, who, as managing editor of the Journal, was the executive in the stirring campaign against corruption in the executive departments of the administration of justice in Hudson County which produced great consternation in official circ. 25, followed by some prosecutions.

The news enterprise of the Journal the character of the matter it prints. is concentrated on the securing of the It is this characteristic that has made local matter its readers look for every the Boston Transcript impregnably day-the complete information of it has long stood pre-eminent for ly a page of paid "want ads." completeness and accuracy.

NEWS MANAGEMENT.

"Though the Jersey City Journal or prize contest ads in the Journal. has always been Republican it treats Speaking in general terms, Mr. De both parties with equal fairness," says Mr. Dear. "We have not hesitated to attack corruption in Republican administrations any more than we have done in Democratic ones. The fact is our population regard the Journal as a newspaper that places the news and the public weal in the primal position, and that accounts for our position of almost unequaled strength. When our population and its character is considered. I am convinced we are doing as well as any two or three-cent paper in the country. In our population of 200,000 we have a circulation over 15,000, while the Brooklyn Eagle is accredited by the American Newspaper Directory with only 20,000 in a population of 1,100,000, and a wealthier and more homogeneous population than we have at that."

"Tell me something of the Journal's

history.'

"JOURNAL'S" HISTORY.

"The Journal was established about a year after the war closed. The Journal was the first paper in this State to advocate negro suffrage. Though the city and State were against us we carried the proposition through the Legis-The Journal has always been

a strong protection paper.

"In its mechanical and business departments the Journal has always been in the van of progressive newspapers. It put in the first perfecting and folding press in the United States-made store in Jersey City. by the late Andrew Campbell specially for us. We have just completed a contract with R. Hoe & Co. to take out our present presses and put in a quadruple. Our two present presses have a joint capacity of 36,000 eightago the Journal sold its job printing plant, that does the printing of a score tising. Jersey City Printing Co."

from its advertising unequaled by City fifteen years ago the merchants

everything of social, business or legal many, if any, papers of the same cirinterest to Jersey City, a field in which culation. Besides this, it carries near-

> There are no debilitation ads in the Journal-no clairvoyant, fortune-teller

> Speaking in general terms, Mr. Dear said: "I think PRINTERS' INK and the American Newspaper Directory cover the field. There is nothing more pregnant than what is published in PRINTERS' INK, while the American Newspaper Directory gives the truth about all newspapers that are willing to furnish it with the truth, and pursues a course in regard to the others that is certainly to the advantage of the advertiser and the newspapers that are honest."

> The news service of the Journal is a leased wire of the Associated Press and a special correspondence service from all important New Jersey points.

> The healthy condition of the Jersey City Journal is based on thirty years of continuous success and uninterrupted reputation building. It does not seem probable it will suffer any diminution of its pre-eminence and prosperity as long as its present management continucs.

INTERVIEWS WITH ADVER-TISERS.

THEY FIND JERSEY CITY'S TRADE MAY BE HELD BY USING THE JERSEY CITY PAPERS-COL. FURST'S CAM-PAIGN-HOW MR. VAN ANGLEN WOULD ADVERTISE-PATENT MED-ICINES-SOME RACY CIRCULATION COMMENTS.

Furst Bros. conduct the busiest

I interviewed Mr. Myron J. Furst, the general and advertising manager of the firm. He is the president of the Board of Trade, and foremost in the commercial and social affairs of his city. He is a man of broad thought, page papers in an hour. We have closely in touch with the most pro-also a battery of linotypes. Some years gressive and modern ideas as to newspapers, store management and adver-Before he identified himself or more of the largest advertisers in with this firm he was associated with the country, to a company called the Frederick Loeser & Co., of Brooklyn. I understand that he may safely be We went over the Journal's splendid credited with having aroused Jersey showing of advertising. The amount City to a comprehension of what of display is up to the limit and at might be accomplished by advertising strictly maintained rates. The ledger enterprisingly in the Jersey City newsshows that the Journal gets a return papers. When he came to Jersey were confining their announcements to three-inch ads, which they allowed to stand without change for months.

Mr. Furst, speaking of his early experiences in Jersey City, says: "They thought unchanged announcements were great advertising. It is hard to convince people addicted to that style of advertising that real advertising pays. Nevertheless, you will not find at the present time a store of any importance in this city but what pers." has learned that it must either advertise or close its doors.

vinced, too, that the only kind of that has only an 'H' circulation." advertising that pays is that which goes into the daily newspaper. Certainly we do not believe in relying for our success upon any other line of advertising, though we may occasionally use some auxiliary force outside of the papers. We change our ads daily, and we present what we have to say in terse, clean-cut style.

WELL-TRACED RESULTS.

" We endeavor to interest the largest number of possible buyers, and we frequently print as many as 200 separate items in a single advertisement. While our business is not extensive enough to make it profitable for us to employ a staff of people to trace out the results of every ad and every item, we watch our advertising closely enough to know that it is a vital force that fills the store, and that it is necessary to be eternally vigilant, dull seasons, busy seasons, all seasons, telling people the facts and giving them the figures about our goods.

"We cater to a purely local trade-Jersey City, Bayonne, Hoboken and all places in Hudson County. We have about 250,000 people whose trade we can cater to with good results. They are very good people to deal with, for they know what they want and are willing to pay a fair price for it. If you treat them right, they remain your customers. We have built up an excellent business by pursuing this policy. We employ about 150 people, and our store is busy on all four floors and basement. We know no dull days except rainy days."

Mr. Furst asked me to drop in at different times during my visit to Jersey City, in order to verify his statement, and I found that forenoons and afternoons the store was always doing a good business. Saturday evening it was literally packed.

THE "JOURNAL'S" VALUE.

Continuing the interview, he said: "The Evening Journal is our principal newspaper. It has an undoubted circulation of 15,000; it will not vary 500 from that. It goes into families. This is the best kind of circulation for an advertiser."

"Why hasn't it increased in circu-

lation?"

"Because of the one-cent newspa-

"Jersey City or New York?"

"New York. We have only one "I think they are pretty well con- one-cent paper here, the News; but

"You evidently read the American

Newspaper Directory?"

"I have one lying on my desk now."

"What do you read it for?"

"A great many of these small newspaper men come in and imagine that they are coming to a jay, and they quote figures that are anything they please—4,500, 3,000, 5,000, and I spring the American Newspaper Directory on them, and they sing a different tune. They try to explain the Directory away, but I find the Directory usually right."

" How do you know?"

After explaining his method of ascertaining the circulation of Jersey City papers, Mr. Furst continued in

answer to my question:

"What circulation do they have?" "Well, the Journal has 15,000; the News I am not clear about. They are trying to make me believe it has a circulation of 5,000 or 6,000, but I don't believe it has over 2,000 or 2,500."

"Do you think 'H' a fair way to

put it?

" I think that a fair way for the Directory to do with any paper that will not prove its circulation. If I had a paper that had only 500 circulation, I would swear to it for Mr. Rowell. If a clerk in my store were to misrepresent goods, I would discharge him. Why should not the same rule apply to a newspaper?"

"How about the other papers you

use?"

"For our Hoboken trade we use the Hoboken Observer, a one-cent paper, which when I examined into its circulation, had 8,600 at that time, and it has gained since then. The Jersey City Journal is a great advertising medium. When we run a big ad of say 200 items, people come in with the and checking the different items. People that can't get to the store will send in and buy goods by mail. We get as many as 125 to 150 mail orders a day right here in Jersey City from people who can not get out on days

TESTING THE PAPERS.

"We make a test occasionally. The other day we advertised in the Journal a glove at a low figure, and, contrary to our usual custom, we did not place the glove conspicuously on the counter, but left it in the boxes, in order to see whether people would come in and ask for an article specifically, even though they did not see it. Forty or fifty people responded to that little item, asking specially for the And yet it was glove advertised. We sold in one only one item in 150. day, from a ten-line ad in the Journal, \$85 worth of wall paper at 21/2 cents a roll.

"Now we don't have to make those tests right along. We have learned that our money is not thrown away when we advertise in the Journal and the Observer, and we are never reluctant to spend money in those papers."

"What kind of a paper is the Jour-

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"Purely local. That is, its principal aim is to furnish local news, though of course it furnishes the im-It keeps a portant outside news. large corps of reporters for local work and presents everything that interests the people of this community.

MR. DEAR AND MR. PHELPS. "The Journal is a paper of high standing and good character. Joseph A. Dear, the manager, and Mr. Sheffield Phelps, the editor, are joint owners of the Journal and are men that have the esteem of the commu-Mr. Dear is an excellent business man, and it is owing to his shrewd business ability that the Journal is what it is to-day. He has made it a first-class, prosperous newspaper, known and respected all over the State. the Journal is only recent. He succeeded Major Z. K. Pangborn, one of the founders of the paper. Mr. Phelps is energetic and progressive; received his training in the office of the Mail ager of the Jersey City store, says: and Express, and has come to Jersey City with the ambition to make the lation of 15,000, the largest in Hudson Journal even more of a power than it County. It reaches the best people,

ad in their hands and go about buying lieves in a liberal financial policy in everything that will help the Journal. The Journal has been carrying on a campaign against gambling, pool selling and corruption in various forms, under the inspiration of Mr. Elbert Rappelye, the managing editor, who that we run our special announcements. is also a graduate of the Mail and Express, and a man of conspicuous ability.

"There are also any quantity of weekly papers about here, but weekly papers are always an unknown quantity. They claim a good deal more than the American Newspaper Direct-

ory grants them."

"Which do you go by?"

DIRECTORY RATINGS RIGHT.

"I go by the Directory, for the rea-son that I have found in so many cases that where a newspaper claims 5,000 and I quote 'JKL' Rowell to him, he immediately talks differently. He explains that on some special occasion, like an election, he actually did circulate 5,000, and for that reason claims 5,000 for his circulation. But an advertiser does not care for that kind of circulation; what he wants is 5,000 per day, and that is hard to get. The man that gets it can prove it. He don't need to be afraid."

Mr. Furst took me to his private office, and we turned to the American Newspaper Directory, where he showed me the rating of the Jersey City News, "H," corresponding with Mr. Furst's

estimate.

"How about the Advertiser and Eagle - 'actually averaged' during 1896, 1,500?"

OTHER RATINGS.

"I don't believe it is in business any more," said Mr. Furst. "I never see it. It don't circulate in this part of the city, anyway. All the rest of the Jersey City papers you may dismiss with 'JKL."

"Do you read PRINTERS' INK?"

"Regularly, and take it home with me nights.'

MULLINS & SONS.

Mullins & Sons do the largest furni-Mr. Phelps' connection with ture business in New Jersey. They have stores in Jersey City, Newark, Paterson and Brooklyn.

The firm advertises extensively.

Mr. Frank Mullins, advertising man-"The Jersey City Journal has a circuis now in the city and State. He be- and the masses, too. It is very independent in the statement of its views,

and it is edited for all.

"The Jersey City News is a Democratic paper. It has a circulation of possibly 4,000—with the accent on 'possibly.'"

Speaking of the business of his firm, Mr. Mullins said that their establishments had sold as high as \$2,000,000 worth of furniture in a year; that the Jersey City store had increased its business about \$100,000 in two years.

"THE ONLY PAPER."

"What is the best paper in this city?" I asked the man in charge of G. A. Sofield's trunk and picture establishment.

"The Journal. It is the only paper." MR. VAN ANGLEN'S VIEWS.

One of the oldest and best dry goods and furniture establishments in New Jersey is that of the T. C. Brown & Van Anglen Company. It has been in business for fifty years. It advertises discreetly and successfully.

Mr. C. C. Van Anglen said: "The Journal is the paper of largest circulation and our best paper. I find the circulation statement made by the Journal verified by the results obtained ing."

Advertise in the papers?"

Advertise in the papers?" this vicinity the Journal is more read than any other paper."

"More than the New York papers?" " More than any one New York pa-

"Can you cover Jersey City without

the Jersey City Journal?"

"No. Jersey City has a population of 180,000 to 200,000. I suppose the New York papers would cover it, take them all together; but that would be World claims 75,000 in New Jersey, and when it talks to us it claims 18,000 in Hudson County. The Jersey City Journal covers the best buying public here."

Are you able to hold Jersey City trade in competition with New York?"

" Better than formerly."

this county without using these papers?"

"Certainly not."

these papers?"

"Yes. Though we use other me- great authority on circulation. diums, we, however, regard the daily THE HUDSON COUNTY FURNITURE newspapers as the best advertising mediums.'

"Do you read PRINTERS' INK?"

"Regularly."

"Take the American Newspaper

Directory?"

"We consult it." And he showed me a copy of March, 1898. "We use it to offset the over-statements made by newspapers who don't wish to rest on the truth, and also to verify the statements of the strictly honest newspapers, which are nearly always very explicit in their statements to the Directory. For instance, the Journal, of this city. It is the best policy for any paper to prove its circulation. miserable farce for a paper to claim a certain circulation when it has about one-quarter of it."

Mr. Van Anglen stated that Jersey City, being a manufacturing place, has a large population that earns and spends its money in Jersey City. It does not trade in New York as a rule.

GOLD'S PHARMACY.

The largest pharmacy in Jersey City is Gold's. The proprietor was not in, but Mr. Charles Gold (no relative), a salesman, said that different things sold best according to cut-rate prices.

"What do you cut most?"

"Patent medicines. We stop at noth-

"Yes; Jersey City Journal." "Do they create an immediate demand?"

" Yes, sir."

"Do advertised articles sell best?" " Yes."

" Do they drop when the advertisement stops?"

" No, they continue selling." BERNSTEIN & COMPANY.

"Hudson County's Largest Clothing rather an expensive experiment. The House" is the way Bernstein & Co. designate their establishment. It has the reputation of doing a good business and using up-to-date methods. Its advertising looks metropolitan and expert. It is large and illustrated. There is conspicuous originality in it.

"The Jersey City Journal is first. We then favor the Hoboken News," "You would not attempt to cover said Mr. Bernstein. "We have done a good deal of advertising in the Hoboken News. It pays splendidly."

Mr. Bernstein is a constant reader "You have built up your trade using of PRINTERS' INK, and regards the American Newspaper Directory as a

AND CARPET COMPANY.

"We use the Jersey City Journal." THE BOSTON STORE. Mr. W. T. Sullivan, the manager of the Boston Store, says: "I believe advertising. I have traveled over the the papers of this city are as good as country, and find advertising is written you will find anywhere. The Jersey about the same everywhere. City Journal is our principal advertising medium. It reaches the better see the right sort of ads in the papers, class of people, but it does not reach York papers at their present rates.

We can not advertisc six Jersey City Journal. days' business in a paper which comes out only one day in the week.

ing classes read the morning papers.

the Journal, is a very fine gentleman, very capable and honest in all his dealings. He has conducted his paper with conspicuous success and enterprise for many years, and I believe he will come to see that we really need a While there are one that don't?" one-cent edition. other papers here that are ably edited, they do not have large enough circulations to enable us to use them profitably. The field belongs to the Journal.

There is much advertising nowadays that does more harm than good. Advertising that is not lived up to by the advertiser hurts him and hurts his

"I am looking for some new way of

"I hear people say that they don't but the rules that these papers make the buyers of cheaper papers. It us conform to do not give us much would pay us to use the New York latitude for originality. Why, there are papers if their rates were lower. It some papers in Hoboken that will not wouldn't be possible for a Jersey City let us advertise on the front page." merchant to advertise in the New And then he showed me where for years he had occupied, on certain days "If we had more daily papers around of the week, position top of the righthere and fewer weeklies, we'd be bet- hand columns of the first page of the

HANLEY'S FURNITURE STORE.

Mr. F. E. Bermas, advertising man-"Newspapers are merchandise and ager of P. H. Hanley's furniture and should be conducted on the same carpet store, a young man of outprinciple. A man should always be spoken ideas and a student of good able to count what he buys. The advertising, said: "The Evening Jour-Jersey City Journal is run on this nal is the only paper in Jersey City. principle, but how can you cover The Journal's success is due to its 300,000 people with 15,000 circula- strength as a local newspaper. There tion? They could get a much larger is no other paper in the city with the circulation by reducing their price to push and enterprise that the *Journal* one cent, and it should also have a has. It is a Republican paper, and I morning edition. I believe the work- am a Democrat, but I swear by the Journal as an advertising medium and Mr. Dear, the business manager of a newspaper. It tells the truth."

E. HARTNETT'S DRUG STORE. At Hartnett's drug store I was told that Ripans are coming up. "Munyon's and Humphrey's are nip and tuck."

" Cut ?"

"Oh, yes; do you ever strike any

"Best advertising medium?"

"Journal."
"Next?"

" News."

GENERAL CONCLUSIONS.

I think the interviews I have quoted above indicate clearly the newspaper situation in Jersey City. They are amplified and verified by what was said ADDISON ARCHER. everywhere.

A NEW BUSINESS FOR WOMEN. From Tit-Bits (London) the following is

" A new and profitable employment for wom en is introducing flour. Several firms who advertise their flour the world over are now hiring women on salary, and paying their traveling expenses, to introduce a particular brand of flour into towns and cities where it is not well known. The duties are to go to all the grocers in the town and find out how many dealers are handling the flour end of the course In the town and med out now many ceasers are handling the flour, and secure as many new firms who will agree to handle it as possible. This done, the two women get a map of the city and divide the work for the entire month, if they are to remain there a month. Then each takes a street and makes a house-to-house wist tables, the name of each woman of the visit, taking the name of each woman of the house and noting whether she uses their flour or not, and also if she will agree to buy the

flour of her grocer, who perhaps never has kept it in stock. At the end of the week a report of all the visits, names and orders is sent in to the State agent. A curious feature of this business is that no men are employed in it. 'The idea is that no men are employed in it. 'The idea of sending me into a woman's house to tell her how to make bread!' said a young man to the manager, after he had tried introducing flour a week, and had thrown up the position in disgust. 'That's a woman's business.' The firm was convinced that such was the case, and has not employed any men since.

THE man who believes that any sort of advertising is profitable, is wrong. There never was a more erroneous idea. There never was was a more erroneous idea. There never was such monumental folly as that "anything goes" in advertising. There never was a more abused or neglected commodity than advertising.— Carriage Monthly, Philadelphia,

Take... Advantage

Of your Summer vacation to have your house re-

painted. Choose the colors and you may leave the matter safely in our hands. The work will be done and the vines carefully replaced by the time you get back. Or we will select the colors for you. A postal card will bring a man, who knows his business, to suggest a color scheme and quote prices.

P. GREEN & CO.,

Painters and Decorators. numannianianianintaniania

Your House %

Does not need to mirror that of every one else in town. Why do you let the dry goods clerk select your wall papers, when you can get the ideas and judgment of trained and experienced decorators for the same money? Let us show you what exquisite color combinations can be obtained by the use of inexpensive papers in novel and up-todate fashion.

P. GREEN & CO.

Painters and Decorators.

the Fashionable Fad

In house painting is to have the body of the house in some light shade of green; the trimmings of white; and the blinds a dark bronze green. Let us modernize your house in these colors, or thouse. At any rate drop us a postal to find out how cheaply we can do the work and do it well.

P. GREEN & CO.

Painters and Decorators.

For the ... Dining Room

We have burlap in all the up-to-date decorative colors. Hang the lower two-thirds of the wall with this material. Then comes a narrow white shelf molding for the display of odd plates and bric-a-brac, with a frieze of richly colored floral paper above. We have a corner of our store treated this way. Drop in and study the effect. It need not be expensive

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P. GREEN & CO.

.... Painters and Decorators

うしつしついっしつしつ GOOD&&&& WHITE LEAD

And pure linseed oil, with strictly pure colors to tint them, make an honest, wear-well paint that cannot be had from any substitute materials. We use no cheapeners nor make-weights In our paints. We buy the best white lead, the purest linseed oil the market affords, and we give honest value for an honest price. Let us estimate on

P. GREEN & CO.

PAINTERS AND DECORATORS.

Turn Over the Keys

To us when you go away on your summer vacation. We will decorate your house with materials of your own se lection - we put our knowledge and experience at your disposal in order to help you make a choice - and you'll find everything spick and span, clean land in place, when you come home There is no need for you to worry over bothersome details. A postal card will bring one of our firm to talk the matter over with you.

P. GREEN & CO ...

Painters and Decorators. ---

READY-MADE ads for painters. Reprinted from the Painters' Magazine.

A NATION'S DOSES

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Patent medicines are sold at the rate of one cent's worth to every human being in the cent's worth to every human being in the cine for every man, woman and child, or, as United States each week. The sales last year above stated, one cent's worth per week per were about \$56,000,000 worth; the population person.—The Hustler.

of the United States in 1897 was about 71,000,000; this makes about 52 cents' worth of medi-

Do you know that advertising has not been so dull in thirty years as during the past three months?

Do you know that business is going to be good this fall?

Do you know that everybody who has money to buy things reads a daily paper now?

Do you know that you can get a hundred thousand circulation in daily papers for less than twenty-five thousand circulation will cost in a weekly or a monthly?

Do you know that an advertisement in a daily bears fruit immediately—without any delay?

Do you know that the best and cheapest way to advertise is to communicate with

GEORGE P. ROWELL. 10 SPRUCE ST., NEW YORK.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. tones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views on any subject discussed in this department. Address Chas. F. Jones, care Printers' lnk. upon any subject discussed in this

who is very much interested in the upon them, so that he would get not practical advice which it gives from only the sale of the wheels, but the time to time sends mea clipping of five benefit of the advertising that the "don'ts" which he has carried for a wheels would give him. He found, number of years pasted on the inside however, that his sales of bicycles of a note-book which he keeps in his were not nearly so large, and how pocket. These "don'ts" have done much more difficult it was trying to him a great deal of good in his practical experience, and he thinks that they might help some one else among the readers of PRINTERS' INK :

Don't think you can tell a lie in your advertisement and not have it found out. Some-body will know it, even if it is only the clerk that sells the goods. Some day he will be else-

where and tell it.

Don't try to be funny. If you are smart enough to be funny in an advertisement, then quit the retail business and start a comic paper; you will be apt to succeed better at it.

Don't think you can grind a newspaper down in price of space, so that it will cost almost nothing. If a newspaper breaks its price easily, be sure it knows that what it sells is not worth

Don't advertise once in awhile and then op. You would not take medicine that way. The first few doses do not often help you-it is a repetition that cures.

Don't think you know everything about your business-lots of people can give you pointers of great value. Get information whenever you

I have a letter from a retail merchant who sell: bicycles in connection with a number of other lines of goods. He tells me his experience in selling bicycles, and one point in this experience may be a benefit to the readers along here about John Wanamaker of PRINTERS' INK. The point to and his success selling wheels under a which I refer suggests that old question: "What's in a name?" There is a great deal in a name of a bicycle when we compare bicycles of unknown names with bicycles whose names have been made famous through advertising. The merchant to whom I refer, several years ago did quite a large and somebody connected with his bicycle successful business selling several lines deal, showed how shrewd he was. He of well-known wheels. past year or two he took it into his but I venture to say that the majority head that he was doing too much ad- of people who bought the wheel knew vertising for the benefit of these al- its original name before they bought ready well-known wheels by selling it, although the name-plate on the them in his store under their own wheel was Wanamaker's own. I benames, and therefore he persuaded lieve a good many others besides one of the manufacturers to furnish myself have seen it published pretty

A Canadian reader of this paper him wheels with a name of his own push a wheel of an unknown name than it was to push a wheel the name of which people recognized as a standard. The fact is that wheels whose names are unknown are far more difficult to sell than those, without any difference in manufacture or quality, of well-known names that are sold at even higher prices, when the purchasers at once recognize them as wheels that they know all about, through having seen them advertised and having heard them talked about by those who rode them. A name is a great deal; as I said once before in PRINTERS' INK, "a rose will smell just as sweet under some other name, but it will not sell as well." There is a great tendency among retail merchants at the present day to offer various articles under their own labels, but I think it still true that none of these sell as well as where they are offered under their original names, which are known and advertised broadcast throughout the country.

Somebody is going to think right name of his own, for it has not been many years since he made quite a hit in the bicycle line by selling a wellknown wheel under another name at a much lower price than the manufacturer got for it under the original name. That is where John Wanamaker, or Within the sold it under his own name, it is true,

freely in some mysterious manner City. The folder is neat, but not parthat Wanamaker gave it.

like this specimen shown here:

what the name of the wheel was, and ticularly attractive, having rather an I believe that fully half the success awkward appearance on account of the made in this way was due to the fact way in which it is bound with a piece that the purchasers knew who manu-of tape along the folded edge. The factured the wheel just as well as they thing that attracted my particular atknew the name that Wanamaker called tention to the folder is that in it is it. The original name of the wheel was shown six samples of cloth from which what sold it, and not the new name Messrs. P. J. Hudson & Co. make suits to order for \$16. The idea is a good one and the cloths are certainly Mitchell, Fletcher & Co., of Phila- worth the price, but there is one thing delphia, Pa., do some very clever work about the description that makes me in advertising groceries. I believe doubtful about the quality. Some of they make about the best use of their these samples are said to be "all wool," space of any first-class grocers I know others of them are said to be "pure of. One very clever way that they wool," and still others are said to be occasionally use in putting forth three "strictly all wool." Evidently there is or four articles at one time is by di- a difference in wool. The "all wool" viding their space into small advertise- suits are evidently not "all wool" or ments, devoting each of these small there would not be others that were advertisements to one subject and called "strictly all wool." I believe printing them in a bunch, something an advertisement ought to mean just what it says without any grades of

Italy's finest

Olive Oil

comes to us.

We can't get the best by haggling over

These prices represent the cost of the highest quality and a fair profit to us

Do you want that sort?

Reputed Quarts, 85c Pints, 50c Full Gallons, \$2.50

MITCHELL FLETCHER AND

COMPANY

COFFEE

is the richest strongest, blackest coffee we know-and it's our business to know

40c a pound

MITCHELL FLETCHER AND COMPANY

Ten-Minute

Breakfast Oats

Without hulls, flour or black specks-an oatmeal made with care and effort to retain the old-time flavor

2-lb package, 18c 6-lb package, 500

MITCHELL FLETCHER AND COMPANY

Breakfast Samp

in 6-lb packages

25C

A granulated hominy, freed from yellow and black specks A high-grade breakfast grits

> MITCHELL FLETCHER AND COMPANY

I am in receipt of a folder issued by truthfulness. The suiting that is de-Messrs. P. J. Hudson & Co., of Beek-scribed as "all wool" is either "all man and William streets, New York wool" or the description is a lie. I do

ment to the consumer you are not talking to the trade, and you must use language that the consumer understands. If the suiting has got some cotton in it then say so. If it is ninety per cent wool it is better to say that than to call it "all wool." Our friends Messrs. P. J. Hudson & Co. evidently intendright, as they give their own untruthfulness away by printing on the same page the other descriptions which apply to goods which are "strictly all wool" and "pure wool."

Mr. Chas. F. New York: F. Jones, care PRINTERS' INK,

DEAR SIR-I take the liberty to write to you and ask your opinion and advice, as I know through your department that you are an experienced advertiser.

This is a mining town of between five and six thousand inhabitants. Has two newspapers. Advertising in them does not pay. Handbills do not pay. Now which is the best way to reach the public and advertise merchandise?

Kindly excuse me for the liberty I am taking, and should you publish the above, do not mention my name or town. Respectfully yours,

If in the city in which my correspondent lives neither the newspapers or handbills pay as advertising mediums, the retail store has a very slim chance of making any progress. think the trouble is that our friend does not know how to make his advertisements pay. I believe that handbills can be made to pay, but that newspapers can much easier be made to pay. If the newspapers have anything like a fair circulation in this town and do not pay as advertising mediums, then one of three things is the matter. Either the newspapers get too high a price for their advertising space, or the merchant does not do the right kind of advertising, or the merchant's store is not right and does not deserve advertising. The difficulty with ninety-five per cent of the merchants who claim that newspaper advertising does not pay is either with the store itself or with the advertisements. About twothirds of the time it is with the adveradvertising, then at their advertise- know some of those Southern girlies, their business methods. Every case I black on earth."

not care what the trade term is. Some have ever had to investigate where addealers get around the lie by saying vertising did not seem to pay, I have these goods are commonly called by found that the quickest way to get at the trade "all wool." In an advertise- the trouble was to begin first with the store and see if that was right, then look at the advertising, and very seldom indeed did I ever have to go any further, as in the majority of cases the advertising mediums took care of themselves when I got the other two things right. If I had a store and neither the newspapers or handbills seemed to pay, I would not hunt about for some other means of advertising, but would try to first find out what was the matter with my store, or with my advertisements, or with the newspapers that they did not pay.

> The Nubian Paint & Varnish Co., of Chicago, Ill., are putting out a desk memorandum calendar on each leaf of which is an advertisement of Nubian Black. The idea is a good one, but the execution is miserable. Advertising on desk memorandum calendars has been done so well by such people as the Pope Mfg. Co. and others that I am surprised at any concern now putting out a calendar with a lot of gush on it like this. the matter on one or two of the leaves:

"It is often said, 'When in Rome do as the Romans do.' Why not say when in China do as the Chinese do, or when at a dog show do as the dogs do. Have an individuality, a character of your own; live as you conceive it right and proper to live, whether any one else lives that way or not. Map out the course you wish to pursue and follow it, swerving neither to right or left. This plan we have always endeavored to follow and (en passant) have succeeded in producing

the best black on earth.

"At the hour of going to press the good people of the Sunny South are distracted over the growing tendency among the young girls to kiss the boys. Lord bless you, good people, the girls of the South may be 'warm,' but the writer has always lived in the chilly North, and has no difficulty in recalltisements, and perhaps the other one- ing his youthful days, and the fact that third is with the store. To my mind all girls liked it if the fellow knew how a great many men in the retail busi- to go about it. Kissing is indigenous ness look at the thing wrong. They to no section, nor to any class or conlook first at the newspapers for flaws in dition, but is universal. We'd like to ments, but last of all at their store and but if we can't we still have the best

A LL indications point to a prosperous Fall trade throughout the country. The wise advertiser will doubtless extend his advertising and, if he desires to reach the best homes in New York, Brooklyn and the surrounding section, he will employ the advertising columns of

THE NEW YORK TIMES

It is received in thousands of homes in which no other morning newspaper is admitted. Its circulation, as compared with a few years ago, shows surprising gains. Its supplementary features, The Saturday Review of Books and Art, Illustrated Sunday Magazine and Monday Weekly Financial Review and Quotation Supplement, and particularly its policy of "all the news that's fit to print" have contributed to this noteworthy growth.

Ask your newsdealer about the increased circulation of The New York Times and write to the office for advertising rates.

THE NEW YORK TIMES

"All the news that's fit to print."

THE WOOL SOAP TWINS.

A snap shot from a camera, taken by a South Side belle three years ago, has given the world one of its most famous trade-marks. Millions of people who have smiled at the pictures of wool soap twins in the newspapers and on the wool scap twins in the newspapers and on bulletin boards throughout the country will doubtless recall the catch-line, "My mamma used wool soap," "I wish mine had," a dia-logue accompanied with lifelike reproductions of the "long" and "short" of it in chil-dren's undershirts.

Few are aware that a factor in the origin of this popular advertisement was one of the most prominent society girls of Chicago, who photographed two charming little tots from Denver who, with a relative, were visiting here several years ago. Since that date the twins from the Queen City of the Plains have been popularized to such an extent that the trade, the household

and the public generally unite in conceding it to be a national hit. Interest in this pleasing production from the Interest in this pleasing production from the simplicity and innocence of child life has been intensified by the fact that one of the most famous sculptors of Europe has reproduced them in bronze, and the thought was thus presented to Swift & Co, to have a number of copies of the original made out of actual wool soap.

This has been done and a limited purchase here This has been done, and a limited number has been placed on exhibition throughout the country at newspaper offices and stores. One of these unique gems of artistic work is displayed at the Times-Herald office. Others will be conspicuous at the Trans-Mississippi Exposition at Omaha and the Paris Exposition of 1900.

The use of the twins for advertising purposes was first conceived by E. M. Raworth, then manufacturer of wool soap, and C. D. Bertolet, at that time connected with the well-known advertising firm of Lord & Thomas. The idea was developed when an illustration appealed to their mutual admiration in May, 1895, while they were looking over one of the magazines. An artist in the employ of Lord & Thomas subsequently elaborated on the original plan. When it was submitted to Mr. Raworth he said that he It was submitted to Mr. Raworth he said that he had a relative who would visit him in July and bring two charming little twin girls with her from Denver, When they arrived the "snap-shot" was taken whose fame now knows no boundary line. The children were four years old when the picture was obtained. They are now approaching seven.

When the mother of the little ones saw what

an instantaneous hit the appearance of the semi-

nude twins had created she became first mortified and then alarmed at the prominence the pride and sunshine of the household had attained. She urgently pledged the manufact-urers to secrecy, and pleaded with them never to divulge the identity of the children. All efforts of curious people to ascertain the names of the "wool soap kids" have therefore proved in vain. From the Golden Gate of the Pacific slope to the Atlantic seaboard, and from the Manitoba line to the southland these handsome and innocent trade-mark babies have been the star attraction on boards, conbulletin fronted many people in the public prints, and made millions smile, but few are aware that they were taken from life, and that a fond mother in her far away Rocky Mountain home had blushed with moistened eyes over the fame that had thus been thrust upon her half-naked babies. The twins are grandchildren of one of the greatest poets in America. They are unusually bright for their age, and are residing in Denver to-day. Bot (Ill.) Times-Herald. Both are girls.-Chicago

QUEER FRENCH LAW.

The Revue des Deux Mondes, published in Paris, has just had an experience that it will not care to duplicate soon. The French Government passed a law some time ago providing that any author whose toes were trodden upon by a criticism should have the privilege of compelling the offending periodical to publish his answer at any length he pleased. A play-wright whose work had been disrespectfully handled by the Revue des Deux Mondes industriously prepared a reply, in which he em-bodied the greater part of his play. It would have filled almost an entire number of the magazine, and M. Brunetiere refused to pub-lish it. The case was carried from court to court, and the final decision is in favor of the author. The outcome of this case is that the literary publications of France will probably adopt the rule that no reference shall be made adopt the rine that no reference shall be made to any book or play sent for review, unless accompanied by a signed waiver of all rights under the law.—National Advertiser.

It costs money to get a reputation, but a good name has a financial value. When it is once made, if you take care of it, it will never be taken from you, but will be a steady source of income. The harder it is to get, the more value it will be to you when once obtained.— Agricultural Advertising.



FAMILIAR FACES IN UP-TO-DATE GUISES.

YOU are a long way from San Francisco.

— How do you estimate the value of its papers?
— By the CLAIMS OF THE PUBLISHERS?

Then you are open to the reception of FALSE STATEMENTS.

By the returns from your cash outlay?

You can not directly trace results if you are a general advertiser.

There is only ONE WAY you may know positively which foreign paper is the best.

The relative amount of patronage bestowed by

Home Advertisers

is the true criterion.

The ... San Francisco CALL

Prints more inches of display advertisements every month than any other San Francisco paper.

Does this **argument of fact** present any attraction to you?

t THE CALL'S circulation exceeds **50,000** copies daily—several thousand more actual paying subscribers than rivals claiming nearly double the number.

Being the cleanest daily on the Pacific Coast it has the

Great Home Circulation.

Prints **all the news** worth printing; has a superior local and foreign staff; possesses a typographical excellence unsurpassed in America.

Yours, at reasonable rates,

The San Francisco Call.

W. S. Leake, Mgr., San Francisco, Cal.

EASTERN REPRESENTATIVE:

DAVID ALLEN, New York, C. GEORGE KROGNESS, Chicago, 188 World Building.

Aarquette Building.

"THE LAND OF BLACKMAIL."

A great part of the pro-Spanish talk in the French papers was paid for at so much a line, and now that Spanish funds are low, these paid retainers desert to the other side, and, their services not being wanted there, they will soon let the war go hang and return to their political squabbles. For the French press is the most venal in the world. There is nothing, from the virtues of a new tooth wash to the claims of a new religion, that may not be puffed in the Paris papers for cash. All have their price, and it varies according to the size of their cir-culations. You can have anything that is not actually libelous inserted in any of the papers at from ten to forty francs a line, except in the *Petit Journal*. This last has the largest circulation of any paper in the world, I believe, selling nearly 1,200,000 copies a day, and it is therefore more virtuous than its contemporaries. A reclame in the Petit Journal costs one hundred francs a line. By this I do not mean the ordinary display advertisement or " reading notice," which costs from one franc a line in the smaller journals to six francs in the Figaro. No; for your eight to one hundred francs a line you can get what would seem to American readers to be praises of your wares given with the sanction of editorial authority. French readers are well aware of this. So long as the paper contains one or two witty or vigorous articles, they are willing to pay the price. So with the various departments. Time and again it has been shown that a critic has ruthlessly slated a good play because its stiff-necked austated a good phy because its stim-necked au-thor refused to share the honors and profits of the work with the critic, and many a poor play has been lauded to the skies because an influ-ential critic's name appeared on the play-bill as co-author, though he may never have heard a word of the piece until he saw it at the re-hearsal. In the art world no man exercised greater power through his pen than did the late Albert Wolf, the critic of the Figaro; at his death he left a very large personal estate con-sisting of gems of art which the modern masters had given him in recognition of his Lind words about them in the public prints. The same about them in the public prints. The same condition prevails in the financial department.

The French people are careful economists and investors, and the papers all find it advisable to conduct a financial department. Some of them even find it profitable outside of the increase it may bring to their circulation. It is notorious that at least one prominent paper here leases out its financial page to a syndicate of capitalists for almost enough money to print the paper without aid from any other source of income. - San Francisco Argonaut.

A DREAM.

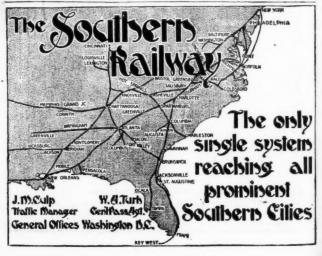
As the special agent came in, the advertiser arose and extended both hands in greeting.
"My dear sir," he said, "have a seat. It is indeed a pleasure to have the dull routine of business brightened by the presence of a man who combines genius with virtue. I have been thinking over your kind offer to carry our advertising, and I fear your rate is too low. Your modest manager persists in underrating his circulation. Moreover, important elements Your modes manager persists in uncertaing his circulation. Moreover, important elements in the value of your admirable journal are not to be expressed by mere figures. I have therefore taken the liberty to draw a contract giving you twenty-five per cent more than you asked. Position? Why, my Christian friend, all positions in your paper are gilt-edged. We really have no choice in the matter. We are more than pleased to get in on any -

Bang, bang, rattlety whang! The clangor of the milk-wagons roused the special agent. Lifting his head from his pillow he looked sadly out into the chill air of the nascent day.

-National Advertiser.

HUMOR.

There is no objection to humor in advertising, provided it fits in just right. In fact, the man who has the skill to use it possesses one of the most powerful instruments for effective ad-Nothing, however, will prove to be as decided a boomerang if used injudiciously. Business, on the whole, is rather a serious mat-ter, and while a little fun is very acceptable, ad-vertising should take on the practical and direct tone which characterizes all business affairs.— Art in Advertising, New York.



The hot pursuit among newspapers nowadays is after the phenomenal—the unique.

The.... Indianapolis News—

holds the distinction of larger bona fide circulation, proportioned to population of home city, than any other American daily, i. e., larger percentage of home readers, without resort to fake methods for circulation. It is also the only daily which, from its first issue, has steadily given and conceded the right of the advertiser to know the measure of his purchase in circulation equally with the measure of his purchase of any other commodity.

A word to the wise advertiser is sufficient.

PETTINGILL'S SYSTEM.

"The circulation of a paper is the number printed to supply its subscribers, newsboys, office sales and such sample copies or such special editions as are legitimately used for the purpose of securing new subscribers and with all the advertisements usually contained in the regular edition. Returned and unsold copies should be deducted."

This definition appears on a circular of Pettingill & Co., Boston, who are collecting mat-ter for the 1899 edition of their Newspaper

Directory

Directory.

The National Advertiser has repeatedly and strenuously protested against the theory that the circulation of a paper includes every copy printed, no matter what becomes of it. The system of ratings adopted by Pettingill & Co. is fair alike to the publisher and the advertiser. There are five classes of ratings.

In the first class formers are preceded by

In the first class, figures are preceded by four stars, indicating that the directory has on file a sworn detailed statement for the six months or year next previous to receiving it. This is the highest rating given.

In the second class, figures are preceded by three stars, indicating a sworn statement to the average circulation for six months or a year previous to receiving statement.

Two stars designate a rating of the third ass. They show that the publishers have on file a detailed statement for six months or a year next preceding the receipt of the figures

In the fourth class, the figures are marked with one star, which simply shows that the publisher claims the circulation accorded him.

Where it has been impossible to obtain any statement from the publisher, the rating is given heard as the independent of the discourse editors.

based on the judgment of the directory editor, according to the best information he could get. Ratings of this class are not marked,

The National Advertiser has urged that in all cases the publisher's statement should be given in a newspaper directory, and should be plainly marked so that advertisers may know the source of the figures published. It seems that nothing could be fairer than Pettingill's system.—The National Advertiser, July 13.

"SHALL" AND "WILL.

According to Southey, the possession of "shall" and "will" gives the English language an advantage which is not possessed by all European languages. But apparently the meaning of "shall" is not yet fully defined. A case came before the Tribunal of Appeal, under the London Building Act, which turned on the meaning of the word. The Lion Breawer Common it is not a state of the common in the meaning of the word. Brewery Company, it appeared, were desirous to alter premises in Foubert's Place, Regent street. Plans were approved by the County · Council, but before they were carried out devi ations were proposed and new plans were sub-mitted. The council declined to sanction the new scheme. The Building Act provides that if any one should desire to deviate from existif any one should desire to deviate from exist-ing plans it should be lawful for him to apply to the County Council, "who shall sanction such deviation on such terms as they shall think fit to impose. Council for the company held that no one could construe the word "shall" in an Act of Parliament to mean "may." Mr. Hudson, one of the tribunal, asked if the council were bound to sanction all plans presented under such circumstances, as there would then be no object in the Act. On behalf of the council it was maintained that, according to Lord Esher, the word "shall" was not always to be taken as having an obligatory sense. The tribunal gave the brewery company the benefit of the doubt, and approved of the new plans subject to certain alterations.

The Architect.

CREDIT RATINGS.

At the Detroit Convention of Credit Men, recently, Mr. Rolph, manager of Dun & Co.'s Philadelphia agency, spoke on "Credit Ratings." He showed how the mercantile agencies were influenced in giving retailers a credit

rating, saying in part:
"His past record should be considered; present standing; local reputation; competition; experience; prudence; dealings with the trade; what he says of himself; what his neighbors say of him; how he keeps his stock-whether fresh or shop-worn; class of trade to which he caters; how he keeps his books; amount of cash sales; amount of credit sales; whether he credits carefully. The county recwhether he credits carefully. The county rec-ords should be searched relative to his affairs. Special pains should be taken to ascertain the moral risks. Does he embrace opportunities, moral risks. considering the element of competition? Is his location a good one? Is he enterprising in his management, and does he attend to businis management, and does ne attend to business himself? Does he minutely inspect every detail of his affairs? Is competition strong and bitter? Does he make a specialty in catering to any particular class of trade? Is he well patronized? Is he honest and truthul? Does he gamble? Is he temperate and economical? State his age, and if married or single. Amount of insurance on stock, also on real estate. he always careful to keep his insurance policies in force? He should make signed statement of his affairs, and figures should show whether from an estimate or inventory. Particulars of his outside investments should be given in detail; the markets of the country should be consulted to get full detailed trade knowledge as to his payments and important experiences quoted in detail, and local information outlining his opportunities, embracing competition, loca-tion, condition and source of his trade."

MAKE IT PLAIN AND SIMPLE.

It is important, especially in a business com It is important, especially in a dusiness com-munication, such as an advertisement, to avoid anything like ambiguity of expression. I know from actual experience that some people will misunderstand the clearest statement it is possible to make. When these misunderstand-ings are caused by a lack of definiteness on the part of the advertisement the advertiser is cleary to blame. In any event it doesn't pay to have these misunderstandings, and it is a part of good advertising to avoid them .- Ad Sense.



"Let them have mercy on the little one." Mrs. Munyon proudly exhibits to the Professor their latest joint product.

A Few Facts

to ponder over.

Sunday, June 19, published 15 pages of summer resort advertisements; or 105 columns of solid advertising space; or 1,140 separate and distinct advertisements of hotels, boarding-houses, railroad and steamboat lines leading to them. No other paper published in any language in New York City or in any other city ever equaled this record of the Summer Resort edition of

THE

Brooklyn Daily Bagle.

The EAGLE'S record for 1898 was 3 1-2 pages—or 24 columns—or 151 advertisements—more than its summer resort number of last year.

The explanation is simple. Advertising in the Brooklyn Daily Eagle pays. Advertisers get results. Hotel keepers get boarders.

NOTES.

"THE New Process of Color Photography" in the Home Magazine (N. Y.) for August may interest some advertisers.

THE Railway Age of Chicago offers in its

issue of July 15, prizes of \$500, \$50, \$25 and \$15 for advertisement designs. Those who are interested should send for a copy of the paper.

PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, is indispensable to all advertisers who wish to keep in advance of the newest ideas and methods.—The Mail Order

Journal, July, 1898.

A SIGN in St. Louis reads: "If your dealings with us have been satisfactory tell your friends about it; if you are dissatisfied tell us about it; we are determined to make this an ideal store for trading."

THE Typo Mercantile Co., 87 Nassau street, New York, issues the Typo Credit Book, costing \$60 a year and containing ratings of paper, book, stationery, printing, publishing and kin-dred trades in the United States and Canada.

THE reckless disregard of truth manifested in newspaper circulars is well known to advertisers. Publishers tell in their circulars lies that they would not dream of including in a publication which reaches the eyes of other publishers.— National Advertiser, Special Agents' Organ, New York City, July 13.

The eighth annual meeting of the Associated Bill Posters' Association of the United States and Canada was held July 12 at the Tifft House, Buffalo, N. Y., which is the headquarters of the association. Over one hundred bill posters were in attendance, and the convention was the largest held since the organization of the association in 1891. Many of the delegates were accompanied by their wives.

E. St. Elmo Lewis and Charles J. Shearer, who formerly conducted the Advertisers who formerly conducted the Adversaers Agency, Philadelphia, Pa., dissolved their partnership on the first of July, and the agency's affairs will be closed out. Both Mr. Shearer and Mr. Lewis will continue in the adwriting business, the former on the second floor of the Penn Mutual Building, Philadelphia, and the latter on the seventh floor.

THE Kansas State Historical Society has on its shelves nineteen volumes of the American Newspaper Directory, the first being that for 1871 and the last for 1898. This society takes the lead among libraries in the work of pre-serving files of newspapers. Its tenth biennial report shows 18,223 bound volumes of newspa-pers and magazines. Of these 12,188 are of Kansas—a larger collection of local historical neaterials of this class than is contained in any other library in the world. its shelves nineteen volumes of the American other library in the world.

THE Houston Post paid for the year ending The Houston Post paid for the year ending June 30, 1869, \$7,952.60 in postage, showing an increase of \$1,700.39 over the year ending June 30, 1897. This is perhaps a larger amount of postage than is paid by any other Texas newspaper, daily and weekly combined, and double the amount paid by any other paper, daily and weekly, in South Texas. The publishers of the Post manufact that city circulation to be the Post guarantee their city circulation to be more than the city circulation of any paper pub-lished in South Texas, and their train sales to be considerably over three to one of any other

daily in South Texas.

WITH its issue of last Wednesday PRINTERS' INK, styled affectionately by its readers, "The Little Schoolmaster," celebrates its tenth Int., syled aftertonater," celebrates its tenth birthday. This admirable publication has steadily grown in favor since its first number came from the press. It is an invaluable aid to adwriters both on account of its sane criticisms and its helpful suggestions. PRINTERS' INK is up with the procession every time.

Judged from its success during its first decade of existence, its future prosperity is already a fact. Here's luck to "The Little Schoolmaster."—Providence (R. I.) Telegram, July 10.

In one of the windows of the San Diego (Cal.) Union office is an original copy of the New England Chronicle, or Essex Gazette, dated England Chronicle, or Essex Gazette, dated December 31, 1775, six months before the Declaration of Independence. It was printed in Cambridge, Mass., by Samuel Ebenezer Hall. The relic is the property of L. Greenwood, of San Diego, who obtained it some years ago from a man who found it in the garret of an old house in Watertown, Mass. The paper is in a good state of preservation, and, besides its array of ougain advertisements and local tiems. array of quaint advertisements and local items, contains a communication signed by Benedict Arnold .- National Advertiser

New York now has a new daily newspaper, the first daily ever printed in the Arabian tongue in this country. Its name is Kawkah America, which means "The Star of Amer-ica." A weekly edition of the same paper has been published for the past eight years by Najeeb J. Arbeely, who has been in this country since he was four years old, and is a graduate of Marysville College. There are 250,000 people of Syrian birth in this country, 50,000 of whom are already voters. Kawkab America has a circulation of 10,000 in this country and 5,000 in South and Central America.—Newspaper Maker, New York City.

A BREEZY BIT.

The following breezy dialogue is from an advertisement of Frank Hazen's, Healdsburg, Cal. Mr. Hazen says, as it is something different from the ordinary in advertisements, he would like our opinion on it; he further says:
"The best part of it is, it paid. I have heard from it many times and have had to reorder on the corsets." What better proof of the pudding can friend Hazen ask fo Scene-Hazen's Store, Odd Fellows' Building.

AN ACTUAL CONVERSATION.
Proprietor—(As lady enters)—Good morning,
Irs, Cash; walk in. What can we do for you Mrs. Cash; walk in.

this morning?

Mrs. Cash-Good morning, Mr. Hazen. want a pair of your nice summer corsets; the same kind that you had last season. Prop.—Ah, yes. If I remember aright I

had the pleasure of selling you a pair last sum-mer, did I not?

Mrs. Cash-You did, Mr. Hazen, and I wore them all summer and through the winter, and am wearing them yet. They are the best value in the corset line I ever saw, and I want an-

other pair just like them.

Prop.—Very good, madam; here they are; same thing, 50 cents a pair; without a doubt the best corset ever put on the market at that

Mrs. Cash - (Takes the package)-Thank you. Oh, by the way, do you have them in large sizes? I think my friend, Mrs. Stoutly, would like them if she could get a pair large enough.

Prop.-Yes, we carry all sizes from 19 to 30 in stock all the time, and can fit anybody from

a slip of a girl to your stout friend. Send her in; we will sell her a pair. Mrs. Cash—Very well; I will do so the first time I see her. Good day, Mr. Hazen.

time I see her. Good day, Mr. Hazen, Prop.—Good-day, madam. Moral—We Sell the Best Corsets Obtainable. - Dry Goods Chronicle.

VERBATIM.

City Editor to New Reporter-Do I understand that this interview is verbatim?

New Reporter—Yes, sir. I wrote it myself; the man was out of town!—Merry Maker.

Average Circulation 51,193

Its nearest rival is far behind. The greatest medium for reaching the people of the Northwest is the

Minneapolis Journal

Advertisers believe in it because it brings the best results.

Compare it with the other dailies in the Northwest and you will see why.

For rates, etc., apply to

R. A. CRAIG.

In charge of Foreign Advertising, 41 Times Building, 87 Washington Street, NEW YORK. CHICAGO.

COMPARED WITH BOSTON.

Office of "THE ANACONDA STANDARD."
Covers the Great Northwest. ANACONDA, Mont., July 13, 1898.

Editor of PRINTERS' INK :

We note in your Issue of June 22d a list of papers published in Chicago, Boston, New York and Philadelphia, wherein you show the amount of money paid the Post-office Department for postage upon their mail circulation.

We herewith hand you a sworn statement from the postmaster of this city, wherein we show that we pay more for mail circulation than either the Boston Transcript, Post, Adver-tiser, Traveler or Record. From July 1, 1897, to July 1, 1898, we paid the local post-office at Anaconda \$2,085.08 for postage on the Anaconda Standard's mail circulation. This postage is for circulation in the cities and towns of Montana and the Northwest, exclusive of Anaconda, Butte and intermediate towns, which absorb 70 per cent of our total circulation and is covered by our special train service. In addition, we pay the three express companies of this city quite a sum annually for small packages of the *Standard*, delivered at various points along the roads on which they operate. We do not wish to detract from the Boston papers above mentioned, but to simply call your attention to the fact that "there are others," and that the Anaconda Standard is conspicuously one of them. Yours truly,

STANDARD PUBLISHING CO. W. E. Bond, Business Manager.

Anaconda, Mont., July 13, 1898. Messrs, Geo. P. Rowell & Co., Proprietors PRINTERS' INK, New York City, N. Y.:

GENTLEMEN-At the request of the Anaconda Standard I take great pleasure in making an affidavit to the amount paid this office for postage from July 1, 1897, to July 1, 1898, covering the mail circulation of the Anaconda Standard. Yours truly,

A. Devine, P. M.

STATE OF MONTANA, COUNTY OF DEER LODGE, SS.

Personally appeared before mc, W. A. Bower, a Notary Public in and for the County of Deer a Notary Fublic in and for the County of Deer Lodge, State of Montana, A. Devine, postmas-ter for the city of Anaconda, who, being duly sworn, deposes and says: That the Anaconda Standard paid the post-office at Anaconda the sum of two thousand eighty-eight and 8-100 (\$2,088.08) dollars postage for the Anaconda Standard mail circulation for the year, July 1,

1897, to June 30, 1898, inclusive. A. DEVINE, P. M. Subscribed and sworn to before me, in the Subscribed and sworn to before life, in ...
city of Anaconda, this 14th day of July, 1898.

[SEAL] WILLIAM A. BOWER,

Notary Public in and for Deer Lodge County,

A FABLE.

The Dansville (N. Y.) Breeze publishes the following fable:

A donkey stepped into a store one day and asked for the proprietor, who walked out of his private office to meet him, but was surprised to see a donkey in his store.

see a donkey in his store.
"Why are you here?" he asked. "You know that this is no place for a donkey."
"I am here," said the donkey, "because I saw your advertisement on the fence that surrounds my pasture. I knew that you too must be a depleter way wour advertisement. donkey, or you would have placed the advertisement in a live newspaper where it would be read by people, not donkeys. Being lone-some to-day, I thought I would be neighborly and call on you."

MAGNETISM AND ENTHUSIASM.

NEW YORK, July 30, 1898.

Editor of PRINTERS' INK :

Every one, nowadays, believes in personal agnetism. Time was when we laughed at the Every one, nowatays, magnetism. Time was when we laughed at the person who felt another's personality; but that period is past, and we all acknowledge the subtle, powerful something which draws us irresistibly toward the mortal who possesses it. Not only does this magnetism influence people, it also influences things. It permeates everything with which it comes in contact. The very words in a letter written by a mag-netic person seem to emit this power, and while we read them suddenly spring to life

The simplest words in the mouth of the magnetic speaker burn with force and meaning, and the advertising that is the most profitable is the advertising that is most magnetic-that has the most virile force-strength-to it. Put belief, strength, magnetic power into your advertising, and, no matter how simple it may be, no mat-ter how little literary merit it may have, it will be felt and appreciated, and if it is felt and ap-preciated it will pay.

We have not all of us this rich gift of magwe have not all of us this rich girl of mag-netism, but we may all of us have enthusiasm, and that is the next best thing. Believe your-self, and this will beget belief in others. Believe in yourself and in your business. you have acquired a proper amount of belief, gradually work up the enthusiasm. Be earnest, strong, forceful. It will appear in the advertising, and be felt. Enthusiasm of the proper kind is very contagious, and if you have none yourself about your own work you can not reasonably expect others to have it.

Take yourself into a corner when adwriting time comes, and tell yourself that nobody on time comes, and tell yourself that nobody on earth has such advantages to offer the public as you have—say it to yourself in two or three different ways, and then while you're still warm—get to work. Ideas will crowd upon you, and you'll find it easy to put the sort of force into your advertising which carries the reader right along with it. It will not be mere grinding out of words then—it will, instead, be the earnest talk which the salesann who is the earnest talk which the salesman who is anxious to sell delivers to the man who is not anxious to buy. Believe yourself before you write, and, if you can't believe, change conditions so that you can-or, don't write.

EDITH R. GERRY.

"P. I'S" POSSIBLE CIRCULATION. Office of

LECRONE & MECHLER, Printers. EFFINGHAM, Ill., July 14, 1898.

Editor of PRINTERS' INK : Please change the address of the PRINTERS' INK that goes to us to Pueblo, Col., to Effing-ham, Ill. Our Mr. Mechler has returned from the West and is getting down to business again, and can not do without the Little Schoolmaster. He thinks more of it than he does of any other book or paper he has or receives, and seldom lays it down until he reads it through as soon as he gets it out of the mail. If every business man and every man in business in the United States could see the real benefit to be derived from reading it, PRINTERS' INK would have a circulation greater than any other publication—daily, weekly or monthly—published in the United States. Yours truly,

LECRONE & MECHLER.

SIMPLICITY ITSELF, APPARENTLY.

Have an article of merit.

Select good, profitable mediums,

Don't pay high rates

Pack your copy with convincing argument. Find out what the public taste is .- National Advertiser, New York.

A BARGAIN DAY INCIDENT.

Eager yet patient, the shoppers wait, Three feet deep when the clock strikes eight. Close to the counter they take their stand, Each purse clutched in a nervous hand,

Ranged along in a weary line, Six feet deep when the clock strikes nine. Too determined to faint or flinch, They gain their vantage ground, inch by inch. Shoulder to shoulder, I see them again, Twelve feet deep when the clock strikes ten. Drooping, exhausted, but hopeful still, Braced by the feminine shoppers' will.

Why are they waiting, this martyr line? Over their heads swings a glaring sign. This much I offer in their defense, Bargain Day Special-Whisk Brooms, 2 Cents. Ella Randall Pearse, in Brooklyn Life.

MAKING A NAME.

To be thoroughly successful in a name or title it should be such as can be grasped at once in the most casual observation, and which is capable of pronunciation in but one With such a multitude of specially named articles before the public this complete success is

most difficult of attainment,

Recently I was required to find a title for a new clothes washing machine. An easential feature was that it was easier to understand and work than any other washer. Also that it did its work easier, because there was no rubbing or beating; and consequent upon this fact the washing was easier on the clothes than any other process. Another feature was that it thoroughly cleaned the clothes. Thus I had before me the two ideas of ease and cleanliness. How to get them into a concrete word was the point, I boiled them down to two words—"easy" and "clean." I then endeavored to get this expressed phonetically with as few let-ters as possible. I tested several forms of I tested several forms of ters as possible. I tested several forms of spelling with a number of persons, and finally found that the form which offered the least resistance to accuracy was Esyklene. This form was adopted and proved successful in the great majority-of dises. But there was still a section of the community who did not at the first try to give the word its proper pronunciation. The change they made was but to shift a letter and call it Eskylene. When they gave it a second

look they pronounced it correctly.

Thus is shown that, after all the care exercised and the tests made, the absolutely perfect name was not secured. Experience has shown that they can not go wrong to any large extent, and are kept to two forms only. Yet I felt that this difficulty, slight as it was, operated against its advertising value. I finally surmounted it by making a compound word with a hyphen—thus, Esy-Klene.

It occurs to me that the advertising value of words of variable and uncertain pronunciation must be enormously reduced. Many titles puz-zle even educated persons to know the correct utterance, and require careful looking into, even before one ventures to utter them at all.

A title increases in value in proportion as it reaches the ideal of being easily understood at a casual glance, easily spoken and capable of only one form of pronunciation. Many persons, when in doubt, will not risk speaking the word. If there is little or no doubt, the word will be frequently on the lips. Every utterance is an advertisement not paid for.

FRANK MABIN.

THE advertising man can not afford to be narrow. There are too many successful ways of doing advertising, too many new methods, a too strong and advancing competition for attention and trade, for the advertising man to confine himself to narrow ideas,—Up-to-Date,

Classified Advertisements.

Advertisements under this head two lines or more without display, 35 cents a line. Must be handed in one week in advance.

WANTS. 25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

DERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WANTED-Good location to start an after-noon paper, south or West preferred. Ad-dress "C. D. S.," care Printers' Ink.

WANTED-Partner with about \$2,000 in newspaper enterprise paying \$1,000 a month. BARRETT & JOHNSON, Burlington, Vt.

W ANTED-Articles for agents to sell on consignment. Must be light and suitable for mail order business. A. M. CARSON, 37 Flournoy St., Chicago.

W ANTED-Case of bad health that R'I'P'A'N'S will not benefit. Send 5 cents to RIPANS CHEMICAL CO, New York, for 10 samples and 1,000 testimonials.

ONE paper: 13,003 pop.; serves 30,000 pop. Grand opening for experienced newspaper man with \$3,000. Come quickly. DALLY ANTHRACITE, Aitken Block, Carbondale, Fa.

WANTED—Party with \$5,000 at least to invest in and become actively connected with leading daily in one of the best cities of Central States. Address "SORT," care Printers' Ink.

WRAPPERS to wrap. Buy a \$4 economy wrap-per master, and do the work twice as quick, better and without "muse." Great time saver. In stock all branches AM. TYPE FOUNDERS CO. See addresses under "Advertisement Contruct-ors."

WANTED-Representative to travel in advertising interests of trade paper. Best in its line. Successful men only need apply. To right man most advantageous arrangements will be made. All communications confidential. Address "A. J. S.," care of Printers' link.

WANTED-A MAN TO WRITE A MEDICAL TREATISE. NOT NECESSARY TO HAVE MEDICAL KNOWLEDGE. A GOOD FERTILE BRAIN, WITH PLENTY OF IMAGINATIVE ABILITY, WILL FILL THE BILL ADDRESS BY MAIL "G. L. L.," 34 DE PEYSTER ST., CITY.

TWO thoroughly competent men, with abundant references as to character, energy and business ability, now holding permanent, responsible, salaried positions on a first-class paper in a large city, would take charge of a run-down daily paper that has a fighting chance for success, upon basis of securing property interest as part remuneration if successful, "MUTUAL," Printers' Ink.

CORKS—We are us ng over a hundred gross of corks a month of an extra-fine quality, and are paying 35 per thousand for them. The size of the paying 35 per thousand for them. The size corks (and have to be), one end guaranteed flue. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. THE RIPANS CHEMICAL CO., 10 Spruce St., New York.

WE
WANT
HIGH-GRADE
ADVERTISEMENTS:
CANVEGET VORST

S0,000 AN WE GET VORST

S0,000 AN WE GET VORST

All ads next to reading matter.

1.35 "5 lines 17.50 "5 linches 1.35 "5 lines 17.50 "6 linches 1.35 "5 lines 17.50 "6 linches 1.75 "6 lines 17.50 "6 linches 1.75 "6 lines 17.50 "6 linches 1.75 "6 lines 17.50 "6 linches 17. \$ 1.00 buys \$ lines \$ 14.00 buys \$ inches \$ 1.55 \cdot 5 lines \$ 17.50 \cdot 5 linebas \$ 1.50 \cdot 5 linebas \$ 17.50 \cdot 6 linebas \$ 1.60 \cdot 6 linebas \$ 1.60 \cdot 6 linebas \$ 1.60 \cdot 6 linebas \$ 1.75 \cdot 4 linebas \$ 1.00 \cdot 6 linebas \$ 1.75 \cdot 4 linebas \$ 1.00 \cdot 6 linebas \$ 1.70 \cdot 2 linebas \$ 1.00 \cdot 6 linebas \$ 1

BRIGHT writer wanted to be connected with a printing office manufacturing exclusively large editions of pamphlets and circulars for patent medicine trade. Address "L. A. R.," care Printers' Ink.

W ANTED—Good advertising solicitors to handle a first-class Canadian trade journal as a side line in New York, Philadelphia, Boston and other American cities. Address "CANA-DIAN," care Printers' Ink.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals E. W. BLATCHFORD & CO., Chicago.

ADVERTISING NOVELTIES.

A D-NOVELTIES—For samples and prices write to CHICAGO E. CLASP CO., Buchanan, Mich.

l'of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be in-serted under this head once for one dollar,

AGRICULTURE.

I F you would reach the farmers, use the col-umns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memoran-dum Books—two hundred thousand copies guar-anteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years

LIPPMAN BROS., wholesale druggists, Lipp-man's Block, Savannah, Ga.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

DILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price Seents.

CATARRH and the headaches it brings relieved, and permanently cured. Har fever and asthma vanquished by Dr. Brown's Cure. Price Sc. DALD HEADS and gray, faded hair cured. BROWN MED. CO., DEPT Y, Youngstown, Ohlo.

FOR SALE.

1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Ten R'1 P'A'N'S for 5 cents at drug-gists'. One gives relief.

FOR SALE—200,000 names of well to-do people, ages 15 to 36. Address YOUTH'S ADVOCATE, Nashville, Tenn.

FOR SALE—One of the leading and best known agricultural papers in the U.S. Guaranteed to pay not less than 10 per cent on \$150,000. Address "SUCCESS," care Printers' Ink.

'I'O energetic newspaper man, one-fourth or one-half interest in paying newspaper office worth \$28,000, who has capital. Investigate quick. Big snap. "H. J. J.," care Printers' Ink.

FOR SALE—Newspaper and job office in best manufacturing town of 4,600 inhabitants in Pledmont, North Carolina. Outfit new. Trade es-tablished. Location healthy. Great opportunity, Write "N. C.," Printers' lnk.

CUTS-We have a lot of cuts suitable for illustrating fletlon, floriculture, fancy work, comic, etc. State what you can use and we will send proofs. Frice two cents square inch. CHELRFUL MOMENTS CO., 113 W. Siat St., N. Y.

OR SALE—At a bargain, Goss Web Perfecting
Press. Capacity per hour, 8,000 sixteen page
or 16,000 four or eight-page papers, pasted and
folded. In first-class condition. Owners sell
only because they need press for balf-tone work.
Address "GOSS," care Printers' lnk.

W ORTH \$1,000 to you. Town eight inches display advertising in home-print pages of one bright pages of the best section of the South, which I will sell for 30 per cent of value for spot cash. Total circulation 100,000. Will sell to the first applicant who means business. Address "ADVERTISER," P. O. Box 400, Chattanooga, Teum.

ILLUSTRATORS AND ILLUSTRATIONS.

SENIOR & CO., Wood Engravers, 10 Spruce St., New York, Service good and prompt.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'Pd. 10 Spruce St., New York. Special prices

ADVERTISING MEDIA.

W'OMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

BE sure the MICHIGAN PRESBYTERIAN is on your list. Sc. line. It pays.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

A MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times. 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

DVERTISERS' GUIDE, New Market, N. J. 8c. line. Circ'n 4,000. Close 24th. Sample free. REPUBLIC-JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send

NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa., have some facts about denominational papers for intending advertisers. Write to them.

THE Rochester, N. H., COURIEB, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,396. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers 18100 reward if they haven's got the largest circulation in that territory of 100,000 people. Rates, 20c. inch. Address NEWS, Youngstown, U.

THE TIMES-UNION, of Albany, N. Y., is a clean, bright, original, independent and newsy paper, going among the very best people. Its large circulation makes it an exceedingly valuable advertising medium. JOHN H. FARRELL, editor and proprietor.

REACH OREGON, Washington and Idaho progressive farmers via the Webfoot Planyer, the leading farm journal of the Pacific Northwest, 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. Webfoot Planyer C., Portland, Ore.

10,000 UNION MEN READ THE "UNION THE AND THE "UNION MENT BY EVERY MONTH. Official organ of Kenton and Campbell Counties, Ky. trades assembly; delegate body of twenty-three local labor unions; correspondence solicited from advertising agents and those who want results. Address UNION AGENT, Covington, Ky.

A BOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the synderic expension of the property of t

T We publish the New York Musical Ecro. consisting of 32 pages and cover—pages 12x1s—containing portraits of actreases, vocal and instrumental music.

If you want to contract for 500 conies, you to take them as you want them, we will give you the back page for your advertising and charge yelve away anything to you have the your could not you would be mere pleasing than the New York Musical Ecro. Address.

NEW YORK MUSICAL ECRO CO., Savannah, Ga.

MAILING MACHINES.

MATCHLESS mailer, \$12 net. "beats the beat-er." REV. ALEX'D'R DICK, Meridian, N. Y.

HORTON mailer (\$30 net), used exclusively by write: "We save the cost of a machine in knife sharpening alone every four months." You can't afford to use any other, even if it costs more than the Horton. In stock all branches A'M. TYPE FOUNDERS CO.

PRINTERS.

OUR prices are lower than we would expect to pay for the same grade of work. ATOZ PRINTING CO., South Whitley, Ind.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

J. E. RICHARDSON, printer to advertising agents and others requiring good work from good type and good ink. 249 Fearl St., N. Y.

DRINTERS need our new Tournine old style italic. Priory Text and new 6-point sizes of Jenson old style and Jenson italic. They will sat-isfy the severest critics. AM. TYPE FOUNDERS

DEVENS SCRIPT, shown in August Inland Printer for first time, for cards, circulars and social events; very stylish. Our type demone effectiveness per dollar when they buy our type. You'll get as much weight for your dollar elsewhere, but we give more "muzzle energy" per dollar with the same weight. Why buy even the second best when the best costs you no more? AMERICAN TYPE FOUNDERS CO.

ADVERTISEMENT CONSTRUCTORS.

JONES.

10 6-

to

MARSH.

DIXEY, 150 Nassau St.

ONES, 101 World Bldg., N. Y.

A RE your ads talked about! That's the test. MARSH, Box 943, Springfield, Mass.

WELL WRITTEN ads attract, explain, convince. Do yours: MARSH, Springfield, Mass. WRITE the ads. A dollar's worth for a dollar. You make the criticisms. "B.," 2554 Emerald St., Philadelphia, Pa.

THE only writer of exclusively medical and drug advertising. Advice or samples free, CLYSSES G. MANNING, South Bend, Ind.

S END your name on a small postal for a copy of my large postal. WM. JOHNSTON, Man-ager Printers' Ink Press, 10 Spruce St., N. Y. City. MY booklet, PERHAPS, tells about my business. It's free to those who ask for it on their business stationery.

CLARENCE F. CHATFIELD,

Not Oswego.

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertise ment or booklet or circular to the property of the

 $W_{\scriptscriptstyle D}^{\scriptscriptstyle D} \, {\scriptstyle WD} \, {\scriptstyle$

WD WOLSTAN DIXFY,
Writing, Illustrating, Ideas, Plans and
Advice for Advertisers.
My free booklet, "Business," will give
you a good idea of my style and
methods of work. Send for it.
159 Nassau Street,
Xew York. WD WD WD

G ILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

The profitable placing of advertising consists of the profit preparing good copy. Copy that says what outpit to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embeldishing the same with a picture if one can be determined in the will telepted the convincion of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the erreat service they can who employs us is our practice and profession. Address THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

SEND me two dollars, along with your booklet, or catalogue, or batch of trade papers, or newspaper ads, and I will tell you why they are good or bad, and how to make the next one better.

CHARLES AUSTIN BATES,

Vanderbilt Bldg., New York.

I am now ready for FALL BUSINESS, If you contemplate having better advertising this fall than berectore, I want to suggest some ideas to you. To any business man who writes to me on his own letter-head I will gladly send free samples of my work and booklets explaining all about my business. 00 00 00 00 CHAS. F. JONES,
Writer and Illustrator of Advertising,
Practical Advice on Business Subjects.
Suite 101, World Building,
New York, U. S. A.
Correspondence invited. CO 00 00

To Messrs, Jones, Conne, Wheatley, Gillam, Fowler, French, Ward, Dixey, Moser, Helm, Bates, Lewis, McDonaid and all the other leaders in the art of publicity who, while just as potent our specimen pages in the August Inland Printer—wherein Dewey Ornsments and Manila Borders and Hapgood Florets and other novel—ties will make their first appearance on the stage. As you all admire Jensen old style,—you will all be delighted with the new six—you will all be delighted with the new six—yenem fullic. Doro: Italic is the strongest

stage. As you all admire Jensen old style,
you will all be delighted with the new six.
— point size, as also with the new six point
— point size, as also with the new six point
— face in any specimen book—it is plain and
— pleasing. You ought to know the manager
of our branch that is nearest your place of
— business—the acquaintanceship may be mu— tunly profitable. We still lead the fashions
in type. All FRICA'S TYTE FOUNDE RINE'O.

Bool and Duane Sts: Philadelphis: 606.614 San.
som St.; Baltimore: Frederick & Water Sts.;
Buffalo: 35. N. Division St.; Pittshurg: 233 Third
Ave; Cleveland: St. Clair and Ontario Sts. Claclimati: 7-13 Longw crib St.; Chicana City: 86
Monroe St.; St. Louis: Fourth and Elm Sts., Minneapolis: 24-5 First St., south; Konsa City: 86
Core.: Second and Stark Sts.; San Francisco: 465
Sansome St.; Snokane: 10 Monroe St.; Toronto:
Type Foundry Co., Ltd., 44 Bay St.; AtLanta: Dodon Printers' Supply Co., 550. Forsyth
St.; ballas: The Scartf and O'Connor Co., 266
Commerce St.

FOR CLEANING THE SKIN

and keeping it clean, both on the surface and throughout the entire length of the pores;

FOR HEALING

burns, bruises, cuts, insect bites and all other injuries to the skin;

FOR THE TEETH

and gums and as a mouth wash:

NOTHING EQU

From your druggist, twenty-five cents. **

CUTELIX COMPANY,



FOR CURING

ivy poisoning, hives, sores, ulcers, pimples, blackheads, eczema and all skin diseases;

FOR REMOVING

dandruff and keeping the scalp clean and healthy;

FOR SUNBURN

tan, chafing, rash and similar effects of summer sun;

ALS CUTELIX

From us, by express, thirty cents.

253 BROADWAY, NEW YORK.

We Are so Full of Emu

About what we can now offer you, at we These factore in

Car Advertising B

The best equipped, the greatest and lest a

It runs direct to New York.
It is the most prosperous line rung.
The advertising cards are the large in slines are 11 by 21).

The cards are displayed in concaveracks, \$100.00 a month will give you a cid in

If you want a poster display on the stations, it cost little You get in good company, for example: Carter's Little Liver Mail and Express; Commercial Advertiser; New YorkHera Franco-American Soups; Pierce Bicycles; La Belle Drss Standard Dictionary; Cascarets; West Shore Railroad Spe Sarsaparilla; Allcock's Porous Plasters; H-O; Fens' H Gibbs & Williams Co. and many others.

Try it! It's cheap and it's good. Particulars cost pothing to death after we hear from you.

GEO. KISSAM & CO.,

Emusias mere

ou, by we've simply got to unload a few facts. factore in regard to

Brooklyn "L" Road

nd lest all-round line in Greater New York.

runnig.

large in size—16 by 24 inches (cards in other

cavetacks, making them much easier to read.

a and in every car on the line.

cost little and does great good, 126 stations for \$100.00 a month. ittle Liver Pills; American Tobacco Co.; New York Journal; York Herald; New York World; Quaker Oats; Sterling Pianos; e Drss Shield; Ever Ready Dress Stay; Walter Baker Co.; road Spencerian Pen; Ivory Soap; Rambler Bicycles; Hood's Fens' Hams; Kayser Glove; Heinz Pickles; Derby Desk;

cost pothing; write for them and we'll promise not to worry you

253 BROADWAY, N.Y.

PRINTERS' INK. IT IS HONEST AND RIGHT.

A JOURNAL FOR ADVERTISES.

A JOURNAL FOR ADVERTISES.

The stated every Wednesday. Ten centra copy.

Subscription price, five dollars a year, in advance.

Six dollars a bundred. No back numbers.

For for ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to Jdanuary 1st, 1901; the end of the century.

The six paid in advance is a laways possible to issue a new edition of five hundred copies for \$80, or a larger number at the same rate.

Fix I an algor number at the same rate.

Fix I any person who has not paid for it is receiving PRINTERS INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

ADVERTISING RATES:

ADVERTISING RATES:
Classified advertisements 35 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a nage. Special position twenty five per cent additional; if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor, Peter Dougan, Manager of Advertising and Subscription Department.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 50-52 Ludgate Hill, E. C.

NEW YORK, JULY 27, 1898.

A PLEASANT OUTING.

WHITBY, Ont., July 21, 1898. Editor of PRINTERS' INK, 10 Spruce Street, New York:

New York.
Thanks for Loving Cup.
F. James Gibson. Advertising Manager Vantine's, New York.

A NEW Industrial Commission of nine members is about to be appointed by President McKinley. Its duties will be to investigate questions pertaining to immigration, labor, agriculture, manufactures and business, reporting to Congress and suggesting appropriate legislation on these problems, as well as furnishing such information as may be made a basis for uniform legislation by the various States, where this is desirable. Mr. Edward A. Oldham, of the Associated Trade and Industrial Press, of Washington, is being urged by friends for a place on the commis-Mr. Oldham for nearly twenty years has been identified with questions intimately connected with industrial development, and has given considerable attention to public questions affecting material conditions, He would be well equipped for the duties of the new position, and PRINTERS' INK, with considerable knowledge of his peculiar fitness, believes that his selection would meet with general ap-quite at liberty to keep out. There is proval.

In measuring the advertising space of Fire-side Visitor, a member of the Vickery & Hill List, we find all in all about 6,000 lines of advertising. This space is apportioned off in the following ratio: About 3,055 lines of it are paid advertising, and about 3,835 lines of it are used by the publisher. The articles advertised by the publisher (for which he makes It are used by the publisher (for which he makes use of his own space) openly compete with those offered by his advertisers, who pay him the handsome rate of \$6 per agate line, and are pictures, roller organs, family bibles, watches, ladies' work boxes, tinware, fishermen outfits, English tea sets, China tea sets, scroll-saw outfits, books, popular songs, hairpins, razors, silks, dress patterns, pencils, perfumery, baseballs, scarfpins, crochet sets, toilet sets, corsets, dolls, shirt waists, ladies' wrappers, jewelry, polishing cloths, etc. Now, then, is it any wonder that so many complaints are heard from advertisers to the effect that some of the high-priced mail-order mediums do not pull as they did a few years ago? It isn't a bit astonishing, for how can an advertiser the high-priced mail-order mediums do not pull as they did a few years ago? It isn't a bit astonishing, for how can an advertiser who deals in any one of the above goods, and does nothing but a mail-order business, compete with a publisher when he, for an advertisement of ten lines, has to pay in the neighborhood of sixty dollars, while the publisher makes use of an announcement occupy-ing a space four to ten times the size of the advertiser's, costing him nothing. And, with all that, is it reasonable to expect that an advertisthat, is it reasonable to expect that an advertiser can make his advertising pay him in such publications? Furthermore, it costs the advertiser cash for his goods, and his mailing and circularizing add to the expense of his advertising, which is usually the heaviest. All of this leaves the advertiser very little margin of profit, when it is considered that it costs a pretty fair percentage to obtain orders. On the other hand, the publisher does not have to pay for his advertising and consequently can unother hand, the publisher does not have to pay for his advertising, and consequently can unberbid the advertiser right at the homes of the buyers which he cares to reach. Is this fair? Not at all. But one can not blame the publishers altogether. The only way to remedy this evil is to judge each publication by the advertising it carries. If it carries advertising of the publisher, leave that publication alone. It will not pay you. And by so doing you will aid in stopping this injustice. Publishers have to live; they can only do so by the revenue their publications bring them through the space they publications bring them through the space they sell to advertisers. The revenue received on subscription is too small; it would barely pay the cost of printing one edition. Therefore takes the advertiser to correct the evil. Therefore way to correct it is to get at the seat of 't.

The mail-order advertiser who declines to advertise in a publication because the publisher thereof avails himself of his own advertising columns will find himself shut out of pretty nearly all the really good mail-order advertising mediums. The publishers of the Youth's Companion, of Boston, considered by many the best of all mail-order advertising mediums, have always used their own columns very largely (and very properly) for adver-tising their own business. There is no concealment about it. The mailorder man who can not compete is

no compulsion either way.

Who Do The Best Advertising?

If you are interested in advertising you doubtless have an opinion concerning the comparative merit of the advertising efforts of a considerable number of the conspicuous general advertisers of to-day. You have your opinion as to which uses the best, the most convincing announcements, gets them up in the best shape and places them with the greatest judgment. If you have such opinions PRINTERS' INK desires you to write in the space below the names of three, four, six or more advertisers who appear to you to be doing excellent and effective work.

Who is Best of All?

After you have filled in above the names of as many advertisers as occur to you whose work appears to you to be specially meritorious, please look them over carefully and then write in the space below the name of the ONE you believe is doing the best work as an advertiser and tell if you can what it is about his advertising that has induced you to give it preference over all others.

This application will be reprinted from time to time and a record of the votes will be kept. By and by the conclusions or some of them will be published in these pages. The outcome will not be destitute of interest to advertisers generally and can not fail to be particularly pleasing to the advertising manager whose work the consensus of opinion shall declare to be the best.

Write your name and address below and then tear out this page and mail it in a sealed envelope to PRINTERS' INK, New York.

CIRCULATION OF THE "IRISH WORLD."

NEW MARKET, N. J., May 24, 1898. D. W. Van Deren, Esq. :

DEAR SIR—In reply to yours of the 23d I send you inclosed small ad upon a trial trip in Irisi: World.

The rate of 30 cents is too high for your circulation; that is to say, where large space is desired. You are credited with circulation of little over 20,000, and there is no weekly in the country worth more than one cent per line per thousand, Yours truly, STANLEY DAY.

> "THE IRISH WORLD." New York, May 26, 1898.

Stanley Day, Esq.:

DEAR SIR—Your estimate as to the worth, per line, of weeklies is a very conservative one, and I agree with you that no publication of any kind is worth more than one cent per line per thousand. Our belief is that 1/4 a cent is more justice to the advertiser.

Of course, publications that have no paid subscribers, or very few, have to make expenses from the advertiser their only source of revenue.

I note that you write we are credited with only a circulation of little over 20,000. By whom are we so credited?

It would be interesting to know how the in-

formation was obtained. For 28 years and up to date it has never fallen below 125,000. Some years it has far exceeded that figure. All the books of the large reputable agencies quote us at about that figure. There is only one "good old has been" agency, with several other strings to its bow, that per-sistently misquotes us. I fancy it would puzzle them to file a bill of particulars as to what they found their figures on. Very truly yours, D. W. VAN DEREN.

NEW MARKET, N. J., May 27, 1898. Irish World:

DEAR SIR-In reply to yours of the 26th the American Newspaper Directory quotes you as exceeding 20,000, and if you have anything approaching the circulation you claim it is your own fault if not quoted correctly, for I know own fault it not quotest contents, so a statement is sent the Directory, they have failed to give credit for it. Yours truly, STANLEY DAY.

NEW MARKET, N. J., May 31, 1898.

Irish World:
DEAR SIR—Referring to yours of the 26th
I notice what you claim with regard to subscribers, and would state if you will take, say, 150-line ad across three columns upon condition that it is to be placed at the rate of 1/4 cent per line per thousand, and that you will prove by receipts the circulation for which I pay, I shall be happy to send you an order.

STANLEY DAY. Yours truly, The rate accepted by the Irish World for 15 lines was 30 cents per line, but upon their representation my offer for 450 lines would amount to 31% cents per line, and as they have not accepted or replied to my communication it is easy to discern the reason why!

The correspondence printed above relating to circulation in connection with the Irish World is interesting from the standpoint of an advertiser desirous of knowing what he is buying, and on the part of a publisher persistently withholding the information.

The statement that the issue of the Irish World for years has had an output of 125,000 may be safely classed as a circulation on paper only, for, did they possess one-half of it, is it likely they would allow the American Newspaper Directory to quote them from 20,000 to

40,000, when a plain, unvarnished statement would command a true rating?

Publishers adopting such tactics do not deserve and should not receive a line of patronage from any general advertiser.—Stanley Day's Advertisers' Guide, July, 1898.

The editor of the American Newspaper Directory relates that several years ago the Irish World furnished a circulation statement that, on investigation, proved to be compiled on the theory that a thousand copies of an eight-page paper with a four-page supplement constituted fifteen hundred circulation. Since that expose the Directory editor has not found it easy to obtain Mr. Ford's signature to any definite circulation statement.

"HAVE BEEN."

In olden times the Register was the best daily in Des Moines, and may be still, but it is the only one published at the capital of Iowa that nowadays fails to tell the editor of the American Newspaper Directory how many copies it prints. In its issue of July 11 the Register said, editorially:

Prudent advertisers should refuse to adver-tise in newspapers which do not permit them to know the exact character of their circulation.

It is a notable fact that whenever a paper ceases to hold the largest sale, it begins to be particularly proud of the high dignity of those who do continue to buy it. There was a line in an old farce which used to excite a smile in the Little Schoolmaster's boyhood days. It was a scene wherein a portly wench came breathless upon the stage, having escaped a crowd of hobos, and exclaiming: "Never was maid so chased as I have been!"

THE Pall Mall Magazine is edited by Lord Frederic Hamilton, and its publication rooms are at 18 Charing Cross Road, London W. C., but it has also offices in the Astor Court Building, No. 25 West Thirty-third street, New York City, and to those persons who imagine the American magazines to be the best in the world PRINTERS' INK offers the suggestion that they will do well to procure a copy of the Pall Mall Magazine for August, 1898, and read it carefully. It will be a treat.

A WINNER.

"Well, gentlemen, what can we do next?" asked the managing editor at the regular weekly meeting of the staff of the Vellow Blare, "Suppose," suggested the newest satellite,

"suppose we get out a supplement with some facts in it."—Cincinnati Enquirer.

NEWSPAPERS.

VIEWS OF THE EDITOR OF THE HARTFORD (CONN.) "COURANT."

Editor Charles Hopkins Clark, of the Hartford Courant, delivered a public address in that city recently on the subject of the newspaper, in the

course of which he said:

Newspapers are made to sell. That must be the burden of my talk. They sell for the interest there is in them, and in trying to make up a readable paper the editor must print what people want to read, and not simply what he thinks they ought to read.

The editor can and must leave out what he feels would shock his readers and ought not to be read under any circumstances, and he should put in as much as possible of what he feels ought to be read. But the newspaper

is made to sell.

People will not buy one unless it interests them; and, no matter how good it is and how choice its contents, a paper can do no good at all if no-

body reads it.

Now, however pitiful it may make mankind appear, it is true that the interest in a great prize fight covers the whole country, and the paper that does not give an account of it is not a newspaper. If by failing to mention all such things and fires and murders, and all the rest of what ought not to happen, if they could be prevented from happening, there might be some sense in trying it. But they happen, and newspapers tell what happens.

That's their prime duty.

The very people who would com-mend you for omitting something from your paper often go and buy another that has it in. I recall that a business man here thanked me quite effusively for leaving out of our paper a personal article that was printed in another paper here, but even while he was talking to me he called his office boy and said: "Here, Johnnie, while I think of it, I want you to run out and get me a dozen copies of (naming the paper). I've a few friends that would be interested in that matter." So you see, he thanked me, but he bought the paper with the article.

There are two sources of revenuefrom sales of papers, and from advertisements that go into the paper. Your paper must have its circulation established if you expect ads.

A newspaper is a simple business

operation, and, if it is not self-sustain ing, then the public does not want it. Papers have failed because they were too good; I do not mean too pious, but better than the public would sustain. The editors and publishers came in for lots of praise when the papers died, but die they did. Praise does pay bills nor provide a living for

wives and children.

There is a great deal of criticism of the news that is printed. Why tell us, they say, of defalcations, murders, divorces, railroad accidents, shipwrecks, wars and all such things? Now that really is not the full measure of newsgathering, but it does cover a good deal, and in some aspects I am glad it What is news? The very does. word explains. It is something new, novel, the unexpected, the out of the ordinary. These objectionable incidents are the breaks in the general welfare .- The Fourth Estate.

LISTS OF ADVERTISERS.

Office of St. Louis Enameled Iron Sign Company, 505 Fullerton Building. St. Louis, July 13, 1898.

Editor of PRINTERS' INK:

Where can we secure a list of general advertisers? Very respectfully,
St. Louis Enameled Iron Sign Co.
Geo. W. Jeffords, Mgr.

The Publishers' Commercial Union of Chicago, which rates advertisers in the same manner as a mercantile agency rates merchants, issues a rating book containing presumably as complete a list of advertisers as can be obtained. The price of book and service, both of which must be taken together, is \$20 per annum.

A book called "America's Advertisers" claims to tell "who they are, where they are, how they have developed and what they are doing at the present time." It is published by the National Advertising Co., New York, and costs \$5 a copy. The latest edition was issued in 1893, and consequently is not entirely up to date, although it is fairly serviceable.

Press and Printer, of Boston, Mass., advertises a list of 1,700 advertisers, which it offers to supply at a cent a name, either as a list or on envelopes

or wrappers supplied.

THE man who hired boats found out, He must cut rates, or fail-And now he's captured all the trade, For never matron yet, nor maid, Could miss a bargain sail.—Vim.

THE FRENCH IN CANADA.

There are 1,500,000 people in the province of Quebec, the region of which Montreal is the center. There are 300,000 in Montreal and suburbs alone. Montreal is a conservative but enterprising city. It is the largest city in the Dominion—it is growing. Eighty per cent of the inhabitants of Quebec Province are French-Condition. the inhabitants of Quebec Frovince are Frenchischer Canadians. They are an intelligent, well-bred class of people. They transact most of the business and hold most of the offices in the province. They have supplied some of the best

men in the Dominion.

For the American advertiser to attempt to reach this large and influential people through the English papers in Canada is folly. They are French, and they read French literature, French books, French papers. Why, the French language is recognized in Parliament. The minutes of all proceedings and debates are printed in both French and English. A speech printed in both French and English. A speech in the house may be made in either language. Court records are kept in the same way. Naturally, therefore, the French-Canadians support a number of French newspapers, and a knowledge of these is a sine qua non of the advertiser who would be successful in Canada. La Presse, of Montreal, is the French paper of Canada. It stands head and shoulders above still the rost. It is nowbably the most recorses. all the rest. It is probably the most progres ive French paper in the world. It has applied American business methods to French journal-ism. It stands on a little pinnacle of its own.

La Presse got its start on the way to prosperity when it was purchased by its present proprietor, T. Berthiaume, from its founder, Blumhart, in 1889.—National Advertiser.

GREAT PRINTING FEAT.

The Government printing office has added another feat to its wonderful record of achievements. It has been known to print an edition of the Revised Statutes in a single night, and onee, a few weeks ago, the report of the Board of Inquiry into the cause of the disaster to the Maine was turned out by this great establishment in one night, including the illustrations.

At 3.30 o'clock on June 11th Secretary Gage delivered into the hands of Captain Bryan, foreman of printing, the material to be used in the preparation of circulars relative to the new war loan. Almost 4,000,000 of these circulars, war loan. Almost 4,000,000 of these circulars, subscription blanks and pamphlets descriptive of the bonds were required. Captain Bryan hesitated as to whether or not the Government printing office, with all its vast facilities, would be able to accomplish so great an undertaking in the time required—that is between 3,30 p. m. Saturday and 9 a. m. Monday, it being the desire of Secretary Gage that fifty of the most rapid mailing clerks in the Treasury Department be in possession of the material at the latter hour. Monday morning, before the time latter hour. Monday morning, before the time indicated, the entire work of printing had been done, and a wagon from the Government printing the livered the ing office at ten minutes to nine, delivered the first 100,000 of each of the circulars, blanks and pamphlets required,—Newspaperdom.

F. JAMES GIBSON.

Mr. Gibson is a bachelor and a native of Canada, having been born at Whitby, thirty canada, having been on a Whitoy, unly miles from Toronto. He received his early education in the famous old Whitby High School, now the Whitby Collegiate Institute. He has the face and frame of a Daniel Webster, nerves that never get out of order, a habit of tireless attention to details, great organizing ability and a wenderful capacity for hard work. He is secretary of the Sphinx Club and vice-president of the Canadian Society of New York. To no other one man is the success of the Sphinx Club as much due as to Mr. Gibson.-Fame.

A DENVER TALE.

The Denver (Colo.) Republican publishes the story given below. It sounds a little "fishy," but perhaps the facts are as stated: One Denver firm has been investigating the

merits of advertising. A careful account has been kept, and, with \$250 investment each month, the business has shown an increase month, the business has shown an increase from too to 163 per cent over corresponding months last year, when no newspaper advertising was done. This has been the experience of the dry goods firm of Fishel Brothers & Wise, 1530 Lawrence street. Previous to last January the firm did not advertise. Since they have placed advertisements in the Denver Republican and one other newspaper, spending not to exceed \$250 a month altogether. The result has been that their business has been more than doubled. A comparison of the business so far this year with the corresponding, months last year shows the the corresponding, months last year shows the following increases: January, 112 per cent; February, 144 per cent; March, 163 per cent; June, 116 per cent. Last mouth the firm did the largest business in its history—two per cent larger than during March and June of 1897 combined. The increase in business for the six months of this year over the first six months of 1807 was 123 per cent, and over the first six months of 1896 148 per cent. Mr. Fishel, the senior member of the firm, said that the increase had been solely due to the ads.

TWIXT TWEEDLEDUM AND TWEEDLE-DEF

There is no objection to a certain amount of exaggeration. The public expect it, and the majority of retail stores are obliged to use it. If a man has 90 pairs of shoes to sell and should It a man nas op pairs of shoes to sell and should advertise 100, nobody will be hurt by it, and it is no one's business, besides, how many pairs he had. But if he advertised op pairs of shoes and had none, that would be quite another affair. Then he would be using dishonest exaggeration to get people into his store.—Shoe and Leather Gazette.



Upon reading this pun the conclusion is irresistibly borne in upon the reader that it is inresisting borne in upon the reader that it is in-tended to give him a pain, so that he will be compelled to use St. Jacob's Oil to relieve it. Certainly its existence can be explained satisfactorily on no other hypothesis.

1,432,998

agate lines of paid advertising were printed in "The Mail and Express" during the first six months of 1898. This is a gain of more than 151,000 agate lines when compared with the same period of 1897, an increase of nearly 12 per cent.

The next paper on the list printed 221,760 agate lines less than "The Mail and Express" during the same months, and lost 94,738 agate lines, or 7.25 per cent of its entire advertising patronage.

During the six months ending April 30, 1898, the net paid average daily circulation of "The Mail and Express" increased more than 71 per cent.

The circulation of "The Mail and Express" is greater than that of the other high-class evening papers in this city combined.

"The Mail and Express" carries more paid advertising than any other evening paper published in New York.

IN MAIL ORDER ADVERTISING.

The dime is the most convenient sum to ask for and easiest to get. You will find as a gen-eral rule the customer does not want to send too little and will send oc, quite as willingly as 8c. Never ask a quarter. The old English adage runs: "Nimble sixpence, slow shilling." You may ask and get 12c, 15c. or even 19c., but a quarter is slower than 10 dimes. is neat sum, as it seems little more than a dime, yet the difference counts in your profits. Don't advertise recipes. The sale of a recipe won't make another sale. You will find no ex-

won't make another sale. You will not no experienced advertisers advertising recipes. That field belongs to the ambitious amateur who never takes into his head that if it were worth while that business would have been preonly possible profitable one would be a very rare and valuable copyrighted recipe for special use, which should be amply advertised by circular, telling every advantage you can think of, and charged for at a good round price.

The scope of the mail order business is, with

a few exceptions, confined to those articles which are too special in their use to be carried by local tradesmen. These have to be obtained by mail. And as a general rule the main object with the customer is to know that it is what he wants, rather than get a low price. Therefore, the mail order man should endeavor to convince his customer that his is just the thing. Let him use every argument, state every detail, use every inducement on his own specialty. He must not abbreviate. If it costs more for printing, let him tack it onto the price. One whole conviction will sell more goods than a dozen half convictions. It costs very little more to cover your subject fully than to do it by halves. The postage is the same and the advertising and other expense is the same. The only difference will be a few cents in your printing.
Until you have covered one theme thoroughly,

don't go into another. A thousand word circular covering one specialty will sell more than one attempting to describe one hundred. And it will require less stock, less trouble, less expense, less advertising.—Ad Topics.

PICTURE LOGIC.

It is a mistake to believe that any kind of a picture is better than no picture. If you can't have first-class illustrations, don't have any. A picture in an ad is placed there to illustrate the goods. If it doesn't illustrate them—that is, the goods. It doesn't illustrate them fairly, exactly and even flatteringly—the space had better be left blank or filled with type. The picture that misrepresents is worse than none at all. Pictures in ads are used for two purposes-first, to serve as display and thereby attract the attention of the casual reader, and, second, to adequately represent the goods offered for sale. For the first use the pictures should be striking, either first use the pictures should be striking, utilier because of their beauty or because of the quaint or unusual idea which they suggest. The second style of picture should, if possible, illustrate the goods in use, and should make that use seem attractive, Every detail need not be shown. I believe that a picture of a well-dressed man or woman putting on a lice-looking pair of gloves illustrates the idea of gloves much better than a bald, detailed picture of the gloves themselves. Such pictures are suggestive; they show the beauty, comfort and usefulness of gloves .- Bates.

THE TRADE PAPER.

The trade paper has demonstrated its useful-ness in spite of all opposition, until it is now an absolute necessity in the office of every well-conducted mercantile and manufacturing concem .- Hide and Leather.

INTERESTING.

The device which needs expert explanation is a slow product, so far as quick sales are concerned. This condition is so well appreciated by inventors that not infrequently we find a genius or his representatives on the road exgenius or his representatives on the road exploiting his treasure to his guests at a hotel. Sitting in the midst of a party of traveling men he will demonstrate clearly and to their entire satisfaction that he has the long-sought panacea in the collar button, retainer, hose supporter, etc. Of course he sells his wares, for they cost but a trifle, and who wouldn't patronize the inventor who has planned the best part of his life away to enable one to keep his ties from crawling up an unuml his ears or his drawers. crawling up wound his ears, or his drawers from crawling down his legs? The purchaser shows the device and demonstrates its advantages to a friend, and thus the article, if it really has a merit, gets into circulation, for the frien probably inquires for it at his furnisher's. The incident of the inventor showing his wares to a party of traveling men at a hotel or on the road is not a fancy—it's a fact. A short cut to sales would be effected by plain, explicit advertisements in a journal reaching the largest number of buyers. Such advertisements, together with the exposition of the articles in question, which the trained writer can give, will assist very materially in placing them before the trade in such a manner that the matter of introducing them to the customer in a practical and convincing way is considerably simplified.—
The Men's Outfitter.

HOW TO WRITE ADS.

Do it very carefully if you are going to do it yourself. Pay as much attention to it as you do to the trial balance of your double-entry ledger. If you have not the time and ability to do it exactly right, then hire the best man in the busi actly right, then fire the best han in the business to do it for you. Remember that a four-inch space in a paper that will bring you a thousand dollars' worth of business costs no more than a four-inch space that brings you two hundred dollars' worth of business. The difference is in having the advertisement properly written. It is a good plan to have the space pretty well crowded, but you should not overdo the matter. Too much blank space suggests a dearth of ideas, and this kind of advertisement is apt to be associated in the reader's mind with a dearth of goods in your warehouse. Pile up good, solid arguments in attractive shape, as you do the wares on your shelf. Make one principal argument and support it with other arguments. Don't make statements comparing your goods with those of your competitors. It will only induce a purchaser to go and see the other fellow's establishment, with the purpose of finding out whether you are lying or not, and it doesn't pay to advertise your opponent. There is a tendency at present to confine the printer to one kind of display type in setting an ad, and not more than three or four sizes to it. This Put a small cut in your ad if possible. The public likes pictures.—Agricultural Advertising.

GENERAL study of advertising methods will bring its good results, but study with a spe-cial purpose in mind will bring better results. To the man who writes his own advertisements this fact will appeal with especial directness and force. Many men have a good idea of advertising in general who would not be distinctly successful in executing the work themselves. Some men never do get beyond that condition of vague generalization, which is all very well as a matter of general informasuch careful work as preparing advertising matter.—Ad Sense.

A "CLASSIFIED AD" AGENT.

NEW YORK, July 18, 1898.

Editor of PRINTERS' INK:

I recently had a conversation with Mr. H. W. Fairfax, a young advertising agent who has an office in the World Building. The business of Mr. Fairfax is peculiar in that he handles only what is known as "classified" ads, the kind that ordinary advertising agents consider as being beneath their notice.

as being beneath their notice.

According to Mr. Fairfax, however, a "hustler" like himself can make a fairly good thing out of placing "classified" ads, although the business is no sinecure, but demands close application and plenty of hard work. Those ads that come under the head of "Financial," "Business Opportunities," and "Real Estate," are Mr. Fairfax's especial lines. He also handles a good many of the uptown dentists' ads. This class of business, though individually amall amounts to quite a sum in the tists' ads. This class of business, though in-dividually small, amounts to quite a sum in the aggregate, and as it is considered by newspa-per publishers as harder to get than ordinary display advertising, 5 per cent more commis-sion is allowed upon it. This makes it worth while looking after, and another point in its favor is that the commission on an individual ad is such an insignificant sum that no advertiser, however economically inclined, would have the cheek to ask an agent to divide it with him-a request that keeps very many solicitors and agents poor nowadays,

Mr. Fairfax makes his daily rounds among his customers, frequently writing the ads for them should they be too busy, places and checks them, pays the papers promptly him-self, and then bills his clients. The bulk of these ads may range from ten to twenty lines each, yet the business is large enough to afford Mr. Fairfax a commodious office, and to make the services of a stenographer and typewriter necessary. Mr. Fairfax is quite a young man, but evidently a hard worker, and yet there is that in his manner which indicates that he is familiar with the good things of this life, and is not worrying much about his income.

J. S. GREY.

VALUABLE SUGGESTIONS.

LEBANON, Pa., July 15, 1898. Editor of PRINTERS' INK:

I have done a large amount of school advertising for the last 24 years, and although I would not undertake to compete with an expert in getting up the advertisements that would be best suited to any other business than the one I am used to, still I must say that PRINTERS' INK has given me very valuable suggestions,

FISK TELEGRAPH SCHOOL, J. A. Sheridan, Secretary.

BUYING ENTHUSIASM.

Enthusiasm is good capital to invest in your Enthusiasm is good capital to invest in Yes business. It is worth paying money for. Yes siree, you can buy enthusiasm for money. T it and see how certainly you can do it. Some time when you feel only a languid interest in your business, yank something out of stock and cut a great chunk off the selling price—a chunk worth while; a chunk that will compel people to want the goods at the revised price. Then to want the goods at the revised price. Then advertise in your home newspaper and tell the people what you have done. Tell them the truth, and if your selection of a leader has been wise you will soon find things stirring not only in the process that it was the second of the second

wise you will soon industrials sat as well.

What if you do lose a few dollars on the goods so advertised? If you have aroused your own interest in your business by arousing the interest of others you have bought en-thusiasm at a very low price. Try it. It is better than spring medicine for that tired busi-

ness feeling .- Brains.

THE THREE GREAT UNKNOWN.

NEW YORK, July 13, 1898.

Editor of PRINTERS' INK :

I never heard of the firm of "Moses & Helm" before—didn't know there was such a firm in existence until just now, when I read firm in existence until just now, when I read the succession of the property of their testimonial on page 39 of PRINTERS' INK for July 13—but I feel bound, in all fairness, to declare that their testimonial is unquestionably the best of the twelve printed, and I don't see how it could be improved or strengthened. Every sentence is sharp, to the point, strong and convincing, and the whole is not too long to read and remember.

EUGENE THWING, Adv. Mgr. of Funk & Wagnalls Co.

NEW YORK, July 15, 1898.

Editor of PRINTERS' INK :

It is gratifying to have so eminent an authority as Mr. Eugene Thwing, whom we have never heard of before, say such nice things about the testimonial we wrote for PRINTERS' INK. But it is discouraging to realize that two years' constant advertising in PRINTERS' INK on our part has been wasted, so far as Mr.

Thwing is concerned.

We take fresh courage, however, when we remember that Shakespeare himself was a stranger to a man in Boston, of whom the following story is related: A friend, in talking to this man, incidentally mentioned Shakespeare, and the man promptly acknowledged that he had power heard of him. The friend advised him to the man promptly acknowledged that he had never heard of him. The friend advised him to get a copy of Shakespeare's works and read them, which he did. Afterwards these two gentlemen met again, and the friend said to the hero of this story, "What did you think of Shakespeare's works?" Our hero replied, "I think that man Shakespeare was quite a bright fellow. I don't believe there are forty mer, in Boston who are better writers than he was."
Very truly yours, Moses & Helm. Very truly yours,

A STREET CAR ARGUMENT.

M. Wineburgh, the street car advertising man, of New York, publishes a booklet called "Bunching Things," which reads as follows: The navy bunches its vessels into one big

fleet whenever it intends to strike a decisive And the wise advertiser bunches his advertising. Street Street car advertising is concen-icity. There is no scattering— at go astray. If you want to cover no shots that go astray. If you want to cover Boston, put your ads in Boston street cars. Same with any other city.

Same with any other city.

The newspapers scatter too much—a little here, a little there, but not enough in single spots. There is no groping in the dark with street car advertising—no dodging behind the generality that you can't tell if it pays or not. If you go into the cars in a certain city, you have pinned results right down in that city, and

there is no getting away from those results.

They must either be satisfactory or unsatis-

factory. If the former, you will stay in.

If the latter, you will go out. I have found in 20 years' experience that more stay in than go out.

Don't you want to bunch things? If so, what cities do you wish to bombard?

When a newspaper has educated its readers up to reading its advertisements it has in one way benefited the entire community, and when to this inducement a paper can offer to the advertiser a substantial class of readers its influence sometimes becomes of incalculable value. A cheap paper is sometimes like a cheap man—what he says don't cut much ice, except with very cheap people—Santa Rosa (Cal.) Democrat,

A PLEA FOR THE SOLICITOR.

Don't be a prig or a boor. You live in a vilized country. Be civil at least. You may civilized country. entertain an angel unawares. Then, again, you may entertain a gentleman who has long since cast aside angelic attributes, and who is so human in his make-up as to harbor feelings of revenge. The solicitor is a man of almost unlimited opportunities—for doing the advertiser a good turn now and then, and for doing a turn or two occasionally which is not so good. He is a good friend to have. Keep him on "your staff." He is a keen observer. He has a fund of information which may outclass yours, although you may think this impossible. Assume the attitude of a student and sit at the feet of Wisdom wherever you find her. Be a sponge and absorb everything that still has some moisture of originality. But avoid

getting squeezed yourself.

Receiving solicitors takes time, of course, and it takes some brains, too, to receive them

properly.

Practice the golden rule. You may employ solicitors yourself. No doubt you instruct them to hang on with the tenacity of bulldogs. What do you say when their possible custom ers receive them with that same kind of figurative kick with which you land advertising solic-

itors on your front doorstep?

We do not mean that you should sit all day and talk to solicitors whose mediums you could not possibly use. That would be wasting their time. But you can make some provision for sending them away, feeling that you or your assistants have been courteous. Not many solicitors are sufficiently foolish to hang on when there is no hope for them. If they mis-take the fitness of their mediums for your purpose, tell them so firmly but kindly .- Advertising Experience, Chicago.

\$7,000,000 YEARLY BY MAIL.

Shopping by mail has attained such propor-Shopping by mail has attained such propor-tions that there are several houses dealing in general merchandise who devote themselves exclusively to it. One of them is Montgomery Ward & Co, of Chicago, who were organized in 1872 and claim to be the largest house in the world doing a strictly mail-order business. The premises occupied by the firm are located The premises occupied by the firm are located at the corner of Madison street and Michigan avenue, and are owned, with the building, by the company. According to their printed statement, fitteen acres of floor space are used and 1,200 clerks are employed in filling orders. The annual sales amount to upward of \$7,000,-000. This enormous trade is carried on almost wholly with farmers and with those residing in small towns where insufficient facilities are offered for obtaining supplies of manufactured articles. Sales to residents of Chicago are not allowed, except on permits, which are some-times issued to employees of the store. A semi-annual catalogue, or buyers' guide, is issued, containing descriptions and prices of the goods carried, which comprise nearly every-thing under the sun. Besides this general catalogue, a number of price lists, covering catalogue, a number of price lists, covering special lines, are issued at intervals during the year. Many of the articles described are not carried in stock, but are purchased from houses dealing therein. The firm expresses itself as not desiring to cut prices, but to maintain the strict quality of its offerings and make sales at a fair margin of profit.—Shoe Retailer.

THE DANGER OF ERROR.

Never judge a person by his outside appearance. A shabby old coat may enwrap a newspaper publisher, while a man wearing a high plug hat and sporting a gold-headed cane may be a delinquent subscriber.—Newspaperdom,

ADVERTISING POSTULATES.

There are certain well-grounded advertising principles which are largely self-evident, and may be stated as follows:

1. The best advertisement is the one that

brings the best results.

2. The medium which has the largest circulation among the class the advertiser desires to reach is the most valuable for his purpose.

3. The first requisite of an advertisement is to attract favorable attention, and the second is to bring the advertiser and his prospective cus-

tomer together.

4. The more exclusive and direct the communication between the advertiser and his prospective customer the better for the advertiser.

5. To be continuously effective the advertise-ment must be sustained by the facts or its field of usefulness shifted to catch fresh victims. 6. The subject advertised must meet or create

a want, either actual or imaginary. (But imaginary wants are apt to react upon the advertiser.)

7. Honest goods honestly and intelligently advertised by an honest advertiser in an honest medium will bring the most satisfactory and lasting results and cover the whole ground of le-gitimate advertising.—Michigan Tradesman,

BALTIMORE WAKING UP.

Clarence H. Forrest, secretary of the Mer-chants' and Manufacturers' Association, is interesting himself in an enterprise, which, if carried to successful issue, is certain to inure to the advantage of Baltimore's business. His idea is to advertise Baltimore. In order to do that, he hopes to establish two active dedo that, he hopes to establish the partments—one a bureau of information, the partments—one of general advertising. The other a bureau of general advertising. The two will, of course, dovetail one with the other. One will be thoroughly equipped to speedily furnish any and all needed data about the city and its enterprises. The other will be of a more progressive character. It will not wait for information to be sought. It will not wait until possible customers should endeavor to learn what the city can do. On the contrary, it is designed to be a "patron maker." Under its operation all manner of details about Baltimore and its multiplicity of enterprises will be published abroad. - Baltimore American.

STATE FAIR WORK.

Time, money and brains have been expended in advertising the West Virginia State Fair. The first matter sent out included hangers and premium list. About 4,000 hangers were dis-tributed in Ohio, Pennsylvania and West Virginia. They were sent to storekeepers, postmasters, railroad station agents, and station agents, and zens who would post them conspicuously. The premium list, which makes a good-sized pampremium list, which makes a good-sized pampremium list, which makes a good-sized pampremium list, which makes a cool farmers. Three, six and nine sheet posters beautify the rocks and fences within a radius of 100 miles. A bulletin of sixteen pages, containing information not found in catalogues or programmes, has been sent to horsemen. Posters were displayed in Pittsburg and other large towns to advertise the races .- National Advertiser.

ADS ON WHEELS.

The C. & M. V. Traction Co. have adopted a novel advertising feature. It is a special car that has been placed in the service, and will travel up and down the line announcing any event of interest connected with the road. is most profusely decorated with flags and shields of the national colors, and at night is literally ablaze with electric lights. It ran be-tween Dayton and Miamisburg last night.— Hamilton (Ohio) Republican, It ran be-

ARRANGED BY STATES.

GEORGIA.

OUTHERN FAIMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

'I HE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in The REGISTER.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

Must be handed in one week in advance.

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press, It has more home advertising and foreign adver-tising than any other evening pare in its field. It brings results. It is read by all classes.

Write for our Special Summer Rates.

We aim to give our patrons a fair exchange for your money.

DETROIT SUNS, METROIT.

THE

. Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,

38 PARK ROW,

NEW YORK.



If you are using a medium that does not pay, change to one that does pay. Progress-ive business men are open to conviction.

A really paying medium is, at times, found where least sought. No one remains a doubter as to its high merits, who has advertised in

THE AMERICAN

New York, Milwaukee, Chicago.

THE BEST ADVERTISING M

The INTELLIGENCER is the oldest paper in Poylestown, Bucks County, Pa. The weekly edition was established in 1844, the daily edition in 1886.

The INTELLIGENCER is the largest paper in Bucks County. Compare the Weekly with any other weekly publication, or the Daily with any other daily paper.

The INTELLIGENCER is the staunchest Bucks County newspaper—the only daily paper owning its

The INTELLIGENCER is the only paper in Bucks tounty having Mergenthaler Linotypes.

The INTELLIGENCER is the only paper in Bucks County having a fast press—a double-feed Dispatch being employed to do the printing.

The INTELLIGENCER is the only paper in Bucks County using no plate matter nor patent sheets.

The INTELLIGENCER is the only paper in Bucks County using no plate matter nor patent sheets.

The INTELLIGENCER brings results to advertisers—we can refer to those who have long used in columns.

columns.

• patrons of the INTELLIGENCER stay with it—the files show continuous use of INTELLIGENCER columns by experienced and successful advertisers—proof of valuable publicity qualities.

THE INTELLIGENCER, DOYLESTOWN, PENNA.

CHAPERONE MAGAZINE.

The pride of the Western family. Beautifully illustrated — brightly written — the ideal magazine for women, with an individuality of its own — alive to the ever changing demands of the moment.

ADVERTISER

There is no monthly just like the

CHAPERONE MAGAZINE.

And it is known as the best paying general advertising medium in the great West and Southwest.

It knows no State or boundary line.

For rates, etc., address Chaperone Magazine.

Chaperone Building, St. Louis.

New England's Family Paper.

Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

The average weekly circulation of the TRANSCRIPT for the year ending June 30, 1898, was

22,142

More than one-half of this circulation is in Maine; nine-tenths of it is in New England.

Testin New Lugiand.
Probably no paper in the country has so many readers per paper.
Many TRANSCHIPS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.

4. Each issue of the Transcript has
12 pages. The average of advertising does not exceed 10 columns.
This means good position for "run of paper" ads.

5. The advertising rates of the Transcript are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland.

Maine.

CHAPERONE We Know

all about our own papers and but little about other papers. We shall be glad to tell you all that it will profit you to know about our papers—if you ask it. Here are a few words:

All Weeklies
Each a Leader
Long Published
Different Denominations
Don't Duplicate Circulations
Have Confidence of Readers.

No matter how large or small your list of advertising mediums, it will be the better for having all or some of these papers included, if you want to reach

Over 220,000 Families

of people who have money for their needs and whose needs cover the whole year.

PUT THEM ON YOUR LIST.

PHILADELPHIA
SUNDAY SCHOOL TIMES,
LUTHERAN OBSERVER,
CHRISTIAN STANDARD,
PROSBYTERIAN JOURNAL,
REF, CHURCH MESSENGER,
CHRISTIAN INSTRUCTOR,
EPISCOPAL RECORDER,
CHRISTIAN RECORDER.

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

The Religious Press Association,

Witherspoon Building, Philadelphia, Pa.

THE

ALBANY, N. Y.

Largest, Brightest and Best Newspaper published in the Capital City.

RATES AND SAMPLE COPIES ON APPLICATION.

> JAMES C. FARRELL. Manager.

30,000 CIRCULATION

16 off on trial ad.

This is the high-water mark to which the publishers of the

Youth's Advocate

(16-PAGE ILLUSTRATED JOURNAL)

NASHVILLE, TENN., Have decided to, at once, put its subscrip-tion list. Contract for space now— no extra charges.

no extra charges.

HOW IT 18 DONE. Have closed contracts with over 1,200 country newspapers for a certain amount of advertising space. For this space (which we have sold) we give coupons, each good for a subscription. By this plan we secure from 50 to 250 choice subscribers in each country.

NOW ADDING from 2,000 to 3,000 subscriptions per month. Expect to have a total of 40,000 to 50,000 in six months.

Books Open. Inspection Invited.

SWORN STATEMENT shows 19,216 average number copies printed each issue past year.

ADVERTISING RATE Cheapest on earth. WHY! Because, considering the rate, you get better returns than from any other paper. Space limited. As we give the people a paper of merit, they are willing to pay for fit; hence, we do not have to depend on ads to sustain it.

IT IS READ BY ALL OF THE FAMILY, and considering the class of people it reaches, it is worth more to advertisers than 60,000 circulation, ordinarily. For sample copy, advertising rates, etc., address as above.

WANTS, FOR SALE AND EXCHANGE ADVERTISEMENTS

inserted in Sports Affeld at the rate of three

cents per word each insertion.
It is now getting on to the time of year when sportsmen will be looking about to purchase new guns, outfits, etc., for the coming hunting season.
We are doing everything we possibly can,

We see doing everything we possibly can, through the columns of SPORTS AFIELD, to induce our readers to take cameras with th m on their hunting, fishing and camping trips. Many are taking our advice, and will purchase cameras and photographic supplies. Gronts AFIELD is one of the most interesting, instructive and practical of any published. Roughing it on benting, fishing and camping trips takes away half the pleasure. Smoothing it is better. SPORTS AFIELD reaches the better turn, and who have money to make the or pleasure, and who have money to make the or desire for their comfort.

CHANGE ADVERTISEMENTS
SPORTS AFIELD readers eat, wear clothes, smokeand an advertisement of any article of merit in
its columns will bring large returns.
Dog breeders will find Bronts Affect one of
the very best mediums through which they can
Troprietors of bunting and fiehing readris can
induce many sportsmen to visit their places by
placing a small advertisement in Bronts Affect.
Manufacturers of and dealers in guns, rifles, revolvers, fabling tackle, artificial targets and
photographing materic!, cartridges, powder,
ammunition, tents, camping goods, dog, furnishings, fishing and shooting supplies, and all
articles used by sport-smen on their hunting and
best mediums in which to advertise their goods,
as it reaches just the class of people who could
be induced to become purchasers.

Address,

An advertisement in our paper will bring you much new business. Address, SPORTS AFIELD, 358 Dearborn Street, Chicago, III.



CAPTURES FLAG

As well as other things. Use it around ads. In job work in colors its handsome. Put a line in every war scare head. Made in four sizes, 12 pt., No. 1, 72 inches, \$5.50; 24 pt., No. 1, 60 inches, \$4.40; No. 2, for colors, \$4.40; other two sizes displayed here.

MADE BY AMERICAN TYPE FOUNDERS CO. Branches in all Principal Cities.

18-pt. Flag Border, No. 1, 60 inches, \$3.35; No. 2, for colors, \$3.35.

FREE ADVERTISING....

All ads in classified columns published FREE for one month.

THE SUPERIOR LEADER

Only Morning and Sunday Paper in Second City in Wisconsin. . . WEST SUPERIOR, WIS.

THE HARTFORD POST

Number of copies SOLD for May, 1898, 199,240 Number of copies SOLD for May, 1897, 116,782 Net gain for May, 1898, Copies sold. 82,458

Average Number Copies Sold per Day, . . . 7,663

For sample copies and advertising rates address

THE HARTFORD POST.

Hartford, Conn.

GEO. L. FIELDER, Publisher.

Over 400,000

Members of the American Musical Association, representing families living in villages and country homes who own pianos, organs and musical instruments, is the field of

Conkey's Home Journal

Published by the American Musical Association, W. B. Conkey Company, proprietors.

July issue was 60,000 copies, and subscription list growing about 5,000 per month.

No other publication has so large a percentage of sub-cribers with the means to buy other than the necessaries of life, and with the acquired habit of ordering articles by mail.

Orders accepted at the 1,000 line or yearly rate, 25 cents, with privilege of stopping at a pro rata price if returns are not satisfactory.

Sample copy will convince you. Mailed on request.

W. B. CONKEY COMPANY, CHICAGO.



Only three papers in California throw open their books and pressrooms to substantiate circulation. THE BEE is one of them.

The circulation of THE BEE is not large but it positively covers its field. Its circulation is guaranteed to advertisers by the American Newspaper Directory under the usual forfeit to any one disproving claim, as being the largest in Sacramento City and County, or Second Congressional District of California (population 175,000).

Three-fourths of all houses in Sacramento (population 33,000) receiving any newspaper are paying subscribers to THE BEE. One-half of all houses receiving any newspaper by carrier receive no newspaper but THE BEE.

It is impossible to cover this, the great fruit-bearing section of California, without The Bee.

An advertiser may use space in a newspaper for a tine without results, but thousands will not continue to spend money in this way for years unless it pays. Here's THE BEE's advertising record for seven years: Number of ads published in 1891, 71.256; in 1892, 97,364; in 1893, 106,864; in 1894, 119,483; in 1895, 117,837; in 1896, 137,559; in 1897, 151,227. These totals are 50 per cent higher than shown by any other paper north of San Francisco.

"Our rates are high, but advertisers get full value and say so."

Guaranteed circulation 6,600.

Eastern Agent: E. KATZ, Temple Court, NEW YORK.



OPINIONS.

"Our advertising has produced more inquiry that can be traced to LA PRESSE, and sold more goods, than has resulted from the same space used in any other large papers since the establishment of our business."

FRANCO-AMERICAN CHEMICAL CO., North Adams, Mass., Montreal, Que.

"LA Presse is a most interesting paper, and one of the most progressive foreign papers in America." NATH'L C. FOWLER.

"We thank you for the kindness and thought you have given to our advertising. We have received hundreds of letters from the readers of LA PRESSE, and thus far we are much pleased with our " R. GARLAND, Manager American Dunlop Tire Co. advertisements in your paper."

"I would beg to congratulate LA PRESSE on its advertising pages. It is the finest paper I have seen since I arrived in Canada, as tegards presswork and display type. Anything that helps to make an advertisement attractive helps to make it effective.'

L. D. RAY, Advertising Manager, American Tire Co.

"During the past year we can trace more direct results to our advertising in LA PRESSE than any other two of the large papers in which our advertisements appear."

THE SLOANE MEDICINE CO., Hamilton, Ont.

"By the way, we think we are having very good results from LA PRESSE," DR. CHASE MEDICINE CO..

Toronto and Buffalo.

"I am astonished. A \$15.00 advertisement in your paper has brought me \$19.00 of new business in one month.' DR. J. VERSAILLES, Dentist, Montreal.

"LA PRESSE is responsible for the success of our business in the Province of Quebec." Dr. JEAN MEDICINE CO., Montreal.

LA PRESSE,

Largest Daily Circulation in Canada, without exception.

Montreal.

"HUMPH!"

The American Newspaper Directory.

The publishers of the American Newspaper Directory have shown THE GUIDE the courtesy to send it a copy of their last book, for which favor they will please accept the assurance of our most distinguished consideration. THE GUIDE, as is well known, is not over partial to directories of any kind, but it is deemed no less than justice to say that as a simple list of newspapers it is no doubt the closest approach to accuracy of any directory published, for we have reasons to believe that unusual pains are taken and expense incurred to make it so. But when it comes to circulation ratings-oh, well, now, we'll see you later. We observe that JEL and X, Y and Z are largely in evidence, and also that a liberal sprinkling of publishers' ads pervades its pages. Humph !- The Publishers' Guide, July, 1898.

JKL means that the paper so rated does not sustain a claim to a regular issue of so many as a thousand copies, which is the advertiser's unit of value.

X means that sufficient information was not obtainable to justify even a guess at the circulation of the paper.

Z means that the publisher claimed a higher circulation than was accorded, but went shy when asked to date and sign definite information on the subject.

Y means that to applications for information about his circulation the publisher was silent.

It is a notable fact that when asked about their circulation most publishers are either indefinite or silent—and wisely so, because it would not do them any good to have the truth made known.

The *Publishers' Guide*, as the name indicates, is a guide to all publishers—and the newspaper fraternity in general.

That "Ripans" Card!



Designed and Lithographed It.

Here is what the Ripans Chemical Co. say about it in a circular letter to Druggists.

THE RIPANS CHEMICAL CO.

10 SPRUCE STREET.

New York, May 19, 1898.

TO THE DRUGGIST:

We have been advertising Ripans Tabules in the papers and street

We have been advertising Ripans Tabules in the papers and street cars of your city and judging Irom the orders received from jobbers in your vicinity the goods must be selling.

The last street car card we had printed is an unusually attractive one and the druggists of New York, Brooklyn and Jersey City seem glad to procure one or two of them for display in the store windows or interior. You may have seen the card, It is 1xx2 inches in size, printed in seven colors, and the inclused half-tone shows the style. There is no printing on the card, save the single word R IPPA'N'S. If you wish the card you may obtain one or more by sending to Messrs, Kissam & Company, who have charge of supplying the cards to the street cars.

Minneapolis, Minn.

The RIPANS CHEMICAL CO.

If you want bold, effective designs combined with thoroughly artistic Lithographing or Printing, it will pay you to correspond with us.



The Gibbs and Williams Co. 18-20 Oak St., N. Y.



REPORTED TO THE PORT OF THE PO

THE LARGEST AND BEST FIVE-CENT MAGAZINE

Each number is worth double the cost price—128 pages for only 5c.

Che Half Hour

Complete Stories, Poems, Serial Stories, Editorial Comments, Correspondents' Department, Music and fine Illustrations.

No cheap magazine gives advertisers as large return.

Make your contracts now and secure the benefits of the exceedingly low rates.

Advertising agents will quote you prices, or address us.

Copies of the "HALF HOUR" on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

THE HERALD

has more paid subscribers in . . .

SALT LAKE CITY

than any other paper published. It is the home paper—the paper that pays.

E. KATZ ADV. AGENCY,

Temple Court, REPRESENTATIVES,

New York.

الشادينية الشرائية فالمرافقة ويتلف يأديق ويلديها فالمرافقة ويبها فالهاد فالمراف ويبهاد فالمراف ويبهاد فالمرافئ

Oakland Cribune

is known to advertisers as one of the best paying dailies in the far West. It has their confidence and their business. Over 8,700 families subscribe for it. Its rates are higher than other Oakland papers, but it brings much greater results. To the advertiser a paper is known by the results it brings.

Are you in the Tribune?

E. Katz Adv. Agency,

Representatives,

230 Temple Court,

new York City.

Within a radius of sixty miles from the EAGLE Office, there has been harvested this year (estimated)

14,595,451 Bushels

Of Grade No. 2 Hard Wheat....

Twenty-five other counties in Southern Kansas will average 500,000 bushels each, and six counties in Oklahoma will average 2,000,000 bushels each.

The Eagle

reaches the county seats of all these counties within from one to four hours after publication, and has a greater number of readers than all other dailies—great and small combined—in this field.

The balance of the ground unoccupied by wheat in this country, is growing oats and corn. Oats will be the greatest average yield to the acre ever known in the history of this country. Corn prospects never were better.

R. P. Murdock, Business Manager.

S. C. Beckwith Special Agency,

Tribune Building, New York. The "Rookery," Chicago.

A. T. STEWART once said ::::

"People go where they're invited."

Can you invite them in any better way than by a Card in the

«Street Cars»

It's there when they go home, when they go out, all day! all night! It has the last call on their attention on their way to buy, when all other mediums have been thrown aside or forgotten.

Write us about it if you wish to know more.

GEORGE KISSAM & CO., 253 Broadway, New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of Printers Ink are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The editor of the Fullerton Tribune in Orange Co., Cal., asks me to comment on a dental ad, which he incloses. It has a burlesque illustration of a dentist extracting teeth in the outrageous acrobatic fashion, which is common to second-rate sketch artists on the variety stage. Underneath this cut is the explanation: "This isn't our way of extracting teeth."

The editor asks me: "Do you consider the cut appropriate for the business of a dentist? It has been running in Southern California newspapers for a number of years, and the results must be satisfactory to the firm or they

surely would withdraw it."

No; the cut isn't appropriate for any business under heaven. It is specially bad for a dentist. However, it is apparently not so had as to spoil the rest of the ad, which gives reasonable prices for good work. It is hard to spoil an ad that does that, anyway,

OUR SODA

will open your eyes to soda difwill open you eye to the ferences. It is a perfect substitute for the cool, refreshing drink from the meadow spring. We use only the purest juices. As if the Keen Drug Co. would do anything else, Fountain to the state of entrance. the right of entrance.

100 WALTER ST. ********

SUPERIOR TEAS.

Our price on tea remains the same. We put it out to our trade at jobbers' prices, and give the full tea value in every pound that is sold. Once more we give our little warning: don't pay fancy profits.

OUR PRICES:

WETTERSON & CO., 18 WATER STREET.

The Very Life

- The Linings are the very life of the gown or dress.
- Poor Linings and a "slimpsy" fit go together.
 We are "Lining Specialists."
- We know what's right and have it for you. Come and see. 253 Woodward
- avenue. Butterick Patterns. Mail orders solicited.

BOSTON LININGS and PATTERNS STORE

Geo. W. Williams. 14-----

It is often a good thing for a retail advertiser to make a point of some well-known article which has a good reputation, and which has been extensively advertised by the manufacturer. This gives the retailer the benefit of their general advertising. needn't be afraid of doing them too much good as long as he does himself good at the same time. This revolver ad and the fruit-jar and oil-stove ads are good examples of this:

Rough Riders

and all others, who, when they need a six-shcoter, "need it bad," use, and have always used, the reliable

Colt's Revolvers.

Adopted by the U. S. Government for use in all branches of the service, and by the National Guard organiza-

> The Standard of America. The Standby of Americans.

> > FOR SALE BY

WILCOX & CO., 25 Powder St.

Fruit Jars.

TIME AND MONEY SAVED.

Poor quality fruit jars are worse than useless, and most of the jars sold are poor. To use them is a waste of money, time and patience. If you are willing to pay a little more and get a jar you can depend upon, a jar that will keep your fruit, buy the

"SEALFAST."

Call and let us explain to you its features of superiority to all other

A. L. QUEEN & CO., 100 W dford Ave.

Ther 's Only One

"New Process" Blue Flame Oil Stove. There are a good many imitations, but, as in almost every-thing else that's imitated, the imita-tions lack some of the best features

of the "real hing."

The "New Process" has proved itself the equal of the best kitchen itself the equal of the best kitchen range, in eve., y way, ... many ways its superior. Anything that your kitchen range will, do the Now Process Blue Flame Oil Stove will do, easily and at less expense.
You fail the always cool tank of the "New Proc. se," and your lamps, from the same can—they burn the same kind of cil—and your lamps are no safer or easier to care for than the

herices are: \$5, \$7.50, \$10, \$12.50, \$12, \$19, \$20, \$23.

There's disappointment in store for the buyer of the imitation when she sees how the "Now Process" helps her neighbor.

A. B. CINCH, 100 WILMINGTON STREET.

This picture frame ad seems to indicate that 98 cents is a figure to conjure with in any business. It doesn't seem to make much difference what you do or what you give for it so long as you do it for just 98 cents. There is a sort of conundrum about the first paragraph of this ad, which ought to serve as a horrible example of the way to muddle

up what you want to say : but if anybody has a picture to frame and 98 cents he can probably worry out the answer from the last paragraph; so the ad ought to serve its purpose.

Frames For Your 98C. Pictures.

The frames we are offering you at 75c., 98c. an . \$1.18 for those 98c. photos are equal in quality to the frames you will be expected to buy

trames you will be expected to buy
when you get your picture, and their
prices are \$2.50 to \$4.50.

If you have your 98c. picture
framed here you will get good value
for your money—you will not be paying \$2.50 for a \$1 frame.

No extra charge for glass or mats

with these frames.

DANBURY ART STORE. 266 MAIN STREET.

K. P. FITTON, Manager.

PRICES ADVANCED OBSON'S CUT PRICE DRUG STORE.

FAULTLESS FITTING PAJAMAS. \$1,25. BROWN & CAIN.

145 Main St.

All We Know

About Furniture—the fruit of years of experience and hard study —is embodied in this magnificent stock of ours. All we know is at your service, too. We haven't any trade secrets. We tell you the exact facts about everything you care to ark about —why it is good, what it's made of, etc. Come and see us.

KANE, SEET & CO., 92 WEST ST.

Sailor Hats

For women—the new shapes and swell rough braids —most popular hat of the season for outing wear, \$3.00 and \$4.00.

Celebrated Bangs Split Braid Sailors, \$5.00.

New lot of Men's Jumbo braid hats just in—the Bangs shape, \$2.00. Best Mackinaw and split braid hats at \$1.00 each that you'll find in all Westerville.

WILSON BROS., 440 Wood Street.

Seasonoble

Picnic Goods

Underwood's Deviled Meats, Richardson & Robins' Potted Meats, Olives (self-sealing tops), Sardines (with key), C. & B. Jams and Jelly, Crackers (plain and sweet), Biscuit in ½ and 1-pound Tins, Lemons, extra fine; Pickles, plain and sweet; Club House Cneese, Ross' Ginger Ale, Armour's Cooked Ox Tongue.

H. H. Jackson.

Eight dollars has broken the spell

that seemed to hold the fancy Suits. If we did like most stores provide sparse assortments—we wouldn't have this cutting to do now. But variety is one of the features you praise in us. Even in the face of this heavy loss we'd do as we did over again.

For a Druggist.

HYGIENIC WINE

has more than a local prestige. Many a medicine closet outside this city contains this strengthgiving remedy. Any woman who finds her nerves weak and appetite failing will receive positive help by its use. 6ye. per bottle.

CARTER & WALSH, 34 Elm St.

Some People

want Abstracts, some Loans, some Insurance. Those are the people who can save dollars and dimes by coming to my Abstract, Loan and Insurance Office, in the Court House at Plattsburg. My location is handy, and I'm fixed for attending to Abstracts, Loans and Insurance promptly. That's often a point with you.

DARR.**

MANAGANAN ANAGANAN

General Groceries.

War prices are fighting hard to get recognition from us, but we have held our position and still mark goods with the same old figures.

Perhaps we may have to surrender to the market's advance, but we will fight every raise and continue to sell staple and fancy groceries at the lowest prices consistent with good quality.

WAGGSTAFF BROTHERS,

GOOD GROCERIES,

4141 Acre Street.

AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA

"UNEQUALED"

FOR JOB WORK.

Office of EUGENE A. GRANT, SANTA BARBARA, CAL.

JUNE 23, 1898.

P. I JONSON,

NEW YORK:

I have been using your ink for some time now, and have decided not to use any other hereafter, for two reasons: Ist. It is by far the best ink I have ever used. 2d. It is by far the cheapest. I never pay any attention as to the price of ink until I get what I want; then, if it is cheap, all the better. I find that with your \$1 job black I can print check books, bind them at once number and trim them ready for delivery, same day, without using a bit of dryer or anything, and have no offset, but the ink does not dry on the press for several days. I can print 300 billheads, take them fresh from the press, and tie up and deliver without offset. I told a printer this the other day, and he got frightened, fearing he did not "know it" all yet.

Very respectfully, EUGENE A. GRANT.

The ink mentioned by Mr. Grant is my Card and Job'Black, sold in 1/4-lb. cans for 25 cents a can, or in 1-lb. cans for \$1.

This is one of the best all-around job inks on the market. It will work on any kind of paper, and will print half-tones as well as the finest cut ink ever made. It has no equal. The testimonials I received about this ink would fill a good-sized book, and every one of them was sent voluntarily. I have cheaper grades of job inks, some as low as 25 cents a pound, but for all-around work I would recommend my Card and Job Black. Send for my price list.

Address,

PRINTERS INK JONSON, 8 SPRUCE ST., NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, carnest criticism. There is no carge for it. PRINTERS INK "pays the freight."

ter and sent the following answer. I reproduce them because the subject covered must be one of general interest to retail dealers, if not at present, at least in the immediate future:

Mr. Charles Austin Bates, New York: DEAR SIR-I want some advice. I want it

I am the junior member of the firm. Have been in the furniture business all my life. Am

now forty-four years old.

I have learned the business well,

Have learned the business well.
Have been in this city eighteen years, ten
years longer than I wanted to stay, but on account of my father (who died two years ago at
the age of seventy-three) have stayed on here in business

The business is well established. the panic we did a business of twenty thousand dollars per annum, and slightly upward, on a capital of eighteen thousand dollars. Trade fell off nearly half during the hard years of

'94-5-6. In '93 a department store was started here. They carry everything. The attraction draws people. I can not, doing my best, make headway against them. I am not satisfied. We have always been the leading furniture dealers in this county. It is only another story of the

success of department stores.

I have the opportunity to go to a place eighty miles from here. One year ago last April a father and two sons started a department store there. They claim they kept their feet solidly. The father, who is sixty-seven, now steps out. The two sons have great faith in that business. They want to grow. They want to interest with themselves three or four good active men—those who understand their good, active men-those who understand their business thoroughly, who want to work to make the business the largest in their section. The store now occupied is in the heart of the best business district, is six stories high, 200 feet deep, and an addition is now being completed 200 feet deep, running through to another street, which will make the store, first floor and basement, 400 feet deep. Capital stock to be basement, 400 feet deep. Capital stock to be two hundred thousand dollars paid in; busi-ness, every line under the sun almost; sales, strictly cash.

They want me to take the furniture end. There would probably be six active partners or stockholders, each active partner to be a director, and no transactions relating to the conducting of the store to be made except with

consent of all.

Their section has to-day no store of this class—the place and time are ripe, and every man so far concerned has unlimited confidence

in the project.

I know such a store will be a success if prop-erly conducted. The men so far selected (and selections are being made very carefully) so far selections are being made very caretuily) so far as I can find out, are thorough business men, good morals, men of integrity, etc., etc. I have looked into the matter carefully, and I am convinced that it is a good thing, but I have no one to advise with, at least that I care to advise with. Shall I make what would be the move of my life, putting all my energy into

I recently received the following let- helping this thing on to a success, or shall I, against my wishes, stay here and try to be sat-isfied with a medium business, when it is my wish to expand and grow into a larger, more active business man?

I think I have stated the case as it stands. Please advise me at once, as my time is limited, that is, I haven't much time to spare, as the deal will be closed within ten days, prob-

What is your opinion of that number of persons being interested together? Would that number be too many?
Please let me hear from you this week.
Yours truly,

P. S.-What salaries should the active partners draw per annum? Certainly, if your men are all right

and your organization properly effected it should be to your interest to go into a department store.

You have seen right in your own town that department stores are what people want. They certainly can operate at less proportionate expense than a number of different stores handling

the same lines of goods.

I think that within the next few years we will see a great many combinations such as you are contemplating. I believe that the smaller dealers all over the country will see the advantage to be gained by co-operation, and that under some sort of an arrangement they will operate on the department store plan. It is possible, you know, for the departments to be handled separately by different men, each paying simply his proportionate share of the general expenses-such as advertising, bookkeeping, delivery, etc. and paying his proportionate rent, according to the amount of floor space he occupies and the position of the floor space.

Department store books are kept in about this way, anyway. That is to say, each department is operated as a separate business, and has charged against it certain fixed general expenses in addition to its charge for

clerk hire.

In your organization there would, of course, have to be some one man who would be general manager or superintendent. A part of his salary would be charged against your furniture department, and other parts charged to the other departments.

failing. If they do fail, it must be be- store, and I doubt if even in New York cause of inefficient management, be- these stores are in as healthy a condicause the principle is undoubtedly tion as they were ten, or even five years right.

of the departments know their busi- sentative high-class, exclusive furniness, I don't see how you can fail to ture concerns.

make a success

should say that each man should be

man owning his own department and your - business for what it is worth joining in the general expenses would to some man who wants to stay there, be a better one. departments would, of course, get to- into a business that has a chance to gether with the general manager often grow, in a city that needs just the sort enough to discuss the policy of the of a storethat you propose to build up. store, and as nearly as possible all I have touched a little on your store, and as nearly as possible all should agree on that policy. You will question as to the advisability of as have to make up your mind right at the start that it won't be all smooth sailing. The outside of a successful business always looks much more attractive than the inside. The people had at the beginning. There will, of on the inside know all the troubles, course, be more or less friction. A vexations and minor failures that come man who has been running his own in the conduct of every business. If, business for a good many years, and will generally pull pretty well togother to the views of another man. -I fail to see how you can very well cessful business

and the other is the one that sells fine for the results of his work. a wealthy class of people. There are thority, but I believe that one man of

Department stores are a success. very few cities in the United States You seldom, or never, hear of one that will support this latter class of ago. The Wanamaker furniture de-If the location of your store is a partment, for instance, has undoubtgood one, and the people at the heads edly cut into the business of the repre-

You could probably stay in The only point in your proposed ar- and in your furniture business make a rangement that I think is weak, or in living for a long time, but I don't beany way likely to cause trouble, is the lieve that you would ever succeed in statement that no transactions relative increasing your business to any extent to the conduct of the store are to be in the face of department store commade except with the consent of all petition. Friendship and acquaintance the partners. It's pretty hard to get would undoubtedly hold some trade six men to think alike on any subject, for you, but the new people and the and I am afraid that unless you make some arrangement different from the one proposed that you would be pulling and hauling on each other, so that little progress would be made. I You had better get into the line of progress; get into a department store, supreme in his own department; that either in your own town or some place there should be a general manager of else. If there is no department store the whole store, and that within rea- in -, it seems to me that you have sonable limits he should be given free a remarkably propitious opening, and that if you can get into that store on It seems to me that the idea of each a fair basis you had better do it. Sell The owners of the and put your money and your energy

many as six men being interested. The number is certainly not too great if they are the right sort of men and if the proper sort of an understanding is however, you can keep away from in- whose authority in that business has ternal dissensions-if you can get a been absolute, will feel uncomfortplan for the management of the busi- able when he has to consult somebody ness so that the six men intercated else and occasionally has to give away

I don't think I can emphasize too help developing a prosperous and suc-strongly the point that there ought to be some one man selected as a general There are only two kinds of furniture manager of the store, who would dehouses that can compete with the fur-niture branch of a department store. tails of the management without con-One is the house that sells cheap fur-sulting anybody, and who would be niture at high prices on instalments, responsible to his co-partners simply furniture at high prices on time to should of course be a limit to his auability, left to himself except when he asks for suggestions, will attend to the general management of a store about six times as well as six men would do it.

One reasonable basis for the salary each man should draw would be the profits in his own department. tain percentage of the profits in each department should be set aside for the salary of its owner or manager, just the same as a certain proportion should be set aside for advertising, for rent, for clerk hire, for delivery and for each of the other expenses. Of course this percentage will be different in the different departments, because of the different percentages of profit on the different lines of goods.

PALATKA, Fla., July 9, 1898. Mr. Charles Austin Bates, Department of Criticism, New York City:

My DEAR SIR-Under separate cover I beg MY DEAR SIK—Under separate cover I deg to send you some specimens of sewing machine advertising which, although I suppose there is plenty of room for improvement, have proven happily fruitful. A great many of the ideas I have picked up from various sources, but some are original.

are original.

As a whole, do me the kindness to express your views on them. Yours cordially,

JESSE E. BURTZ.

N. B. If my desire had been fulfilled, the circulars headed "Study Your Economy" would have contained cone-shaped instead of straight rules, tending to show the proportionate wearing qualities of two machines. We had no facilities for properly shaping them here.

If the advertisements have produced good results, that settles it-

they are good ads.

I can readily believe that these ads of Mr. Burtz have had a good effect, because, while the circular matter is very poorly printed on the cheapest kind of paper, the text shows that he has given real study to advertising his machines.

In some of the ads the facts are told plainly. In others a little humor is in-dulged in—a little story is told that points the moral very effectively. One ad figures out that a New Home sewing machine costs the operator \$1.60 a year, while a machine of lower price really costs the operator \$5 a year.

The following extract from a little booklet will show how aptly a humor-

ous story is used:

WHERE WILL IT LIGHT?

An amusing story is related at the expense of a brawny son of South Carolina.

Recently, it will be remembered, information was published in all the newspapers, under bold head-lines, which alone was sufficient to intimidate the most skeptical, to the effect that

the Spanish fleet anticipated the bombarding of Charleston and other seaports. Now, 'bis particular individual resided in a little village on the South Carolina coast, and this information threw him into a state of great agitation.

"There is no use in worrying," remarked a friend. "Suppose the Spaniards should at-tempt to come in here, the result would be disastrous to the fleet, as the depth of water would strand the vessels. It would be impossible for

strand the vessels. It would be impossible for the Spanish fleet to approach our town."

"That's all right as far as it goes," replied the individual, shifting restlessly in his chair, the while glancing skyward. "I'm not afraid of the ships coming up the bay, but who knows where that d—d 'flying squadron' is going spanish the straight of the ships of th

to light?"

That's the trouble with buying a machine from a traveling agent, who is here to-day-but there is no telling where he will light next, and should your machine go wrong, where's your agent?

We live in Palatka all the time.

With this letter was inclosed a large bunch of ads:

CORNING, N. Y., July 7, 1898. Inclosed find some ads taken from Demo-crat, just as they run, and one of each class. What I would like to know is about the styles of setting, not the write-up, as the advertisers do their own adwriting, with the exception of No. 2, which I arranged to suit my taste; also the envelope. How is the display and how could they be bettered? BERT M. KINNER.

I can not reproduce these ads to show their display because I do not believe there is any one in the composing rooms of PRINTERS' INK who could set up anything so absolutely bad as these are. Not that they are any worse than could be culled from the columns of any one of the ten thousand country newspapers of this They all make the mistake country. of using too many kinds of type, too many ornaments and too much type torturing.

One four-inch ad contains four different type faces. These ads are awful examples of the use of fists pointing down in the ads to emphasize some particular lines, of dashes made by putting a three-em dash on each side of a letter " X," of lines that read up and down the column of an ad that reads across, and of numerous other sins common to country ad-setting. At the same time, these ads show that this office possesses type which would enable them to set up their ads almost as well as those which appear each week in PRINTERS' INK. If Mr. Kinner will study the style of setting in PRINTERS' INK and then try to imitate it in his ads, he will get the improvement in display that he wants. This means that the style should be simplified in the last degree.

ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

Boyce's WEEKLIES

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., Boyce Building, CHICAGO.



More than a million and a quarter circulation.

Highest popularity with the buying classes.

Very low rates.

New York Journal

W. R. Bearst.

DESIGNED BY CHARLES AUSTIN BATES . NEW YORK.